



# FREE One-On-One Consultation Shows You How To Get In Front Of More High-Quality IT Services Prospects In A Month Than Most IT Services Firms And MSPs Get All Year



I Want To Give You The Missing Piece To The Puzzle That Might Double, Triple Or Even *Quadruple* Your IT Services Business, **Absolutely FREE**, [www.TechnologyMarketingToolkit.com/consult](http://www.TechnologyMarketingToolkit.com/consult)

From The Desk Of: Robin Robins,  
Founder & CEO, Technology Marketing Toolkit, Inc.

**Do you feel you should be more successful in your IT services business by now, making more money with greater ease than you are today?**

Are you unsure about where to **start** when it comes to marketing? Perhaps you're excellent at the technical aspects of running an IT services business, but **simply lack the experience in sales and marketing you need** to make good decisions about what to do and what activities will give you the highest and best results?

Does it frustrate you how **difficult it is to get prospective clients to see the value of what you do**...and aggravate you how **UNwilling** they are to pay for quality IT services and support? Are you fed up competing on price and having to **work so hard** to get a client to understand WHY they need the specific services you are recommending?

***I completely understand and agree...it SHOULD be easier to sell managed services and IT support.***

**The good news is that it CAN be.** You CAN attract more appreciative, well-behaved and profitable clients. You CAN implement marketing systems to magnetically attract the types of clients you want who are willing and happy to pay for your services. You CAN stop being an advertising neophyte and avoid getting "taken" by advertising salesmen who use your ignorance to abuse you. I know because I've already done this for thousands of IT services firms just like yours.

And now, for reasons explained in this letter, I want to help YOU.



## **Why Should You Pay Attention To Me?**

My name is Robin Robins and unless you've been living under a rock, you've heard of me. **That is because I have worked with 9,000+ IT services companies over the last 17 years to create sales and marketing systems that WORK.**

I've been a featured keynote speaker at multiple industry events such as CompTIA, the ASCII events, Continuum, Datto, Connectwise, ScanSource, RSA, TechSelect and dozens of others. Based on PAID attendees, our annual IT Sales and Marketing conference is the **second largest event in the IT services channel**. We are routinely sponsored and endorsed by the IT industry's most trusted and respected vendors, including Microsoft, Intel, eFolder, Datto, Continuum, Solar Winds, IT Glue, Sophos, WebRoot and more.

I also run the largest, **highest-paid Master Mind group for MSPs and IT services business owners** in the world (no exaggeration), called our Producers Club ([www.RobinsProducersClub.com](http://www.RobinsProducersClub.com)). And most important, I have more documented client success stories than any other marketing firm, consultant or "guru" in the world, period. (If getting actual results matter, I'm your gal. In fact, I'm your **ONLY** gal.) You can go online and see the **LONG** list of real comments, from real clients.

You can also look at our Google reviews where we have a **SOLID 5-star rating**, and read comments from **DOZENS** of IT services firms we've helped. You might think all the client success stories are "made up," but you can't fake Google reviews:



## **Briefly, Here's What I'm Offering You**

**If you qualify**, I want to give you a strategic marketing planning session with one of my most experienced Business Coaches, PLUS our proprietary IT Marketing Roadmap that we've perfected over the last 15 years, working with over 8,000 IT services firms. This Roadmap will show you how to approach the process of implementing a marketing plan to fuel sales, attract more **QUALITY** clients and reveal hidden opportunities for growth and profits I can guarantee you're blind to or grossly negligent in capitalizing on.



There's no charge for this, and it only requires you to complete a confidential Marketing Analysis Questionnaire so we can prepare for your private consultation. This call will last approximately 60 minutes, but during that brief time we will show you **NEW possibilities**, **NEW opportunities** and reveal why you're struggling.

**You'll also discover** whether or not your IT business's revenues, profits, growth and goals are par, below par or above par, measured against actual numbers and key performance indicators from thousands of other IT services firms of your size and tenure in business. **Essentially, how do you stack up?** After doing this for 15 years, we've not only gotten pretty good at helping MSPs and IT services firms get results fast, but also know how well you're doing compared to the industry as a whole.

## **3 Things You Can Expect From This Consultation:**

### **ANSWERS.**

You'll get ANSWERS to your specific questions about implementing a marketing plan, attracting more clients, where to start, what results to expect and what is REQUIRED for you to even begin to compete against the growing commoditization of IT services. Your every question answered directly, no stone left unturned. You'll also get an incredibly thought-provoking examination of your current business and what opportunities for more growth, profit and client retention you are grossly negligent about, overlooking and completely missing. This WILL be an eye-opening session for you.

### **A MARKETING ROADMAP.**

As mentioned, we'll give you our proprietary Marketing Roadmap that has been developed after working with over 8,000 IT services firms, both large and small, from big metropolitan cities to rural America. Start-ups to mature MSPs generating over \$30 million in revenue. There isn't a single problem we haven't seen or *solved*.

Our Roadmap will detail **4 critical elements you MUST HAVE RIGHT** in order to compete and attract the "sweet spot" clients you want. If you're struggling to get more clients, if you're constantly running into price resistance, sales stalls and delays, and you aren't getting referred, I can practically guarantee you're missing one (or more) of these critical elements – and **NO OTHER MARKETING FIRM WILL TELL YOU THIS INFORMATION**. In fact, most don't even **KNOW** it or use it for themselves.

### **HELP.**

After reviewing your specific goals, challenges, resources, budget and situation, we will prescribe which of our programs can best help you. This will not be a sales trap you are lured into and abused by. At the end of the consultation, we'll simply give you options and details on the most appropriate services and programs for you, so you can make an informed, intelligent decision on whether or not we should work together. We will ask you to make a decision – and it's perfectly okay if you decide we're not right for you.



## **This Is NOT For Everybody; Here's Who I CAN Help And What I Require**

Bluntly, you don't qualify simply because you run an IT services business and can write a check. If you're NOT motivated to grow...if you are so tech-minded that you carry a deeply embedded negative bias against selling and marketing...if you aren't willing to keep an open mind about NEW ways of marketing...or if you're just bitter and skeptical about everything and everyone, **you're not for us.**

**But if you are hardworking, ambitious and smart** – yet are constantly held back due to your inability to strike upon an effective, reliable and consistent way to get more clients – if you see your lack of marketing as a weakness that makes you vulnerable to bigger, well-funded competitors and anxious about the stability of your income, I would URGE you take me up on this offer.

**I have a strict (but reasonable) set of criteria that must be met in order for us to proceed:**

**1. You have to be an established IT services business with happy clients.**

This offer is ONLY for IT services firms that have been in business for a while AND who have happy customers. If you are a brand-new start-up with no clients and no money, we *might* be able to help you through a different process. Call the office, and we'll direct you from there: 615-790-5011.

**2. You must be the owner of the business.**

Due to the nature of the advice we'll give you and the conversation we'll be having, you must be the owner of the business. If you have a business partner, spouse or other key employee, you should have them present as well. (NOTE: Only invite people you are comfortable discussing sales numbers, profits and other financial and business-health details in front of, for obvious reasons.)

If you are a marketing manager, sales manager or operations person, we'd be happy to answer questions you have about our programs and our company, but through a different process. Call the office and we'll direct you from there: 615-790-5011.

**3. You must have an open mind and be able to focus and listen.**

Come to the call with a positive attitude and an open mind to really engage with us. The call will last about an hour, so please set aside time away from distractions and interruptions so we can have a serious conversation. You must be in front of your PC (not driving, walking, exercising or otherwise preoccupied). If you won't take this process seriously and be a professional, we can't help you.



## **If You Meet The Above Criteria, Here's What To Do Right Now**

**Step 1:** Go to the website below to complete our Marketing Analysis Questionnaire. Don't worry, it's simple and unobtrusive:

[www.TechnologyMarketingToolkit.com/consult](http://www.TechnologyMarketingToolkit.com/consult)

This will give us important information about your current business, your specific goals and what you're doing now for marketing, so we can formulate a plan and fully prepare for our consultation. Please take a few extra minutes to give us as much detail as possible.

**Step 2:** Once you have completed your Marketing Analysis Questionnaire, you will be presented with an online calendar to self-select a time that is most convenient for you to hold this call. This consultation will last approximately 60 minutes, depending on how many questions you have, so please clear your calendar of any distractions during that time.

**Step 3:** Your application will be reviewed and, provided you meet all the criteria outlined in this letter, one of my Client Concierges will send you pre-meeting materials that you MUST REVIEW IN ADVANCE of your consultation. You will find this information extremely beneficial and interesting – and an “easy” read (most will be short, informational videos). This is NOT just “brochures” about us, but detailed information on our approach to marketing, case history and client examples, along with answers to questions I'm sure you have about us, our approach, our clients and our capabilities.

**IMPORTANT:** We reserve the right to deny your application if we feel you do not meet the criteria outlined in this letter. Please ONLY apply if you are the CEO of an IT services company that is genuinely serious about growing your IT services business, attracting more clients and implementing a quality, professional marketing plan.

## **Here's EXACTLY What My Program Makes Possible For You**

**Keep this list:** It is a list of specific promises you can hold me accountable for when you decide to enroll in one of our programs after your consultation:

- **You will never fall victim to another advertising salesperson again.** I'll arm you with the knowledge you currently lack to hold ANYONE you hire for marketing HARSHLY accountable for delivering a measurable ROI – including me.
- You will enjoy a **steady, consistent flow of prospects calling your office.**



- You'll have the **power to be a LOT pickier about who you accept as a client**, and ONLY accept the ones who appreciate and value your services, take your advice and pay.
- You'll be able to **fire every single whiny, cheap, annoying client** and replace them with well-behaved, appreciative and profitable ones.
- You will have **the freedom to take a vacation or a little time off** without the wheels falling off. That's because you'll be able to AFFORD to hire techs and admins to take the grunt work off your plate, and the confidence to get them fully utilized by finding more clients.
- You will be able to **overcome price resistance** and avoid having to negotiate, discount and change your advice (and your price) to win new clients.
- You will be able to **stop doing low-pay IT grunt work** and elevate yourself to a true CEO/owner position.
- You'll **stop making foolish decisions about marketing** that waste your time and money.

Another benefit that often happens (but one I cannot promise or guarantee for obvious reasons) is that your spouse or significant other and kids will **stop resenting your business** and be **proud of your success** and supportive of your goals.

When you're working your tail off day after day but having nothing to show for it, failing to get ahead, your family questions whether or not you really know what you're doing. But when you're winning and your business is growing, they'll start rallying behind you.

## Are You Worried That Your Time Will Be Wasted?

I don't blame you one bit. I too would be worried that this consultation is nothing more than a thinly veiled sales pitch that provides no value. Therefore, I want to assure you I've worked very hard to make sure your time will NOT be wasted, and that you will see real value. **To that end, I'm putting my "money where my mouth is" and making the following UNHEARD-OF GUARANTEE:**

I personally guarantee you will find this consultation to be incredibly valuable, with numerous eye-opening details, information and useful advice. If you don't agree, let me know and I'll **immediately write you a check for \$100 to compensate you for your time**. In fact, I e-mail every single person AFTER each consult, asking for input on how it went. That response comes directly to me, unfiltered, and is your opportunity to say you feel your time was wasted, and that you want your compensation.

**TO BE CLEAR:** Provided we feel we CAN help you, we will be presenting you with a few options on how you can work with us. I'm not hiding that as one of our goals for this discovery call and consultation. But – I also believe we can deliver value to you and NOT WASTE YOUR TIME.

**Who else is making that kind of offer to you? No one.** (I checked.)





## **WARNING: TIME IS A FACTOR**

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results. Therefore, it is physically impossible for us to work with more than a handful of people.

### **BUT THIS SHOULD BE URGENT FOR YOU.**

If you are **NOT** perfectly happy with the sales, income and progress you are making in your IT services business, if you're **NOT** satisfied with the growth and stability of your client base, if you're **NOT** completely confident in your ability to attract the quantity and quality of clients you want, why wouldn't you say "Yes!" to this opportunity right now?

**If not now, when?** No business can thrive, be stable and secure and have the funds to invest in serving their clients properly without the ability to bring in sales and new clients consistently and cost-effectively. If you put it off by telling yourself, "Next month," I can tell you a month will turn into 2 or 3, and 2 or 3 months will turn into a year. A year turns into a decade – and once that time is lost, you cannot make it back.

**YOU'RE ALREADY BEHIND.** You should have **ALREADY** implemented a marketing plan when you opened your business. So, stop procrastinating and making excuses. Go to the website below right now and complete your application. You'll be glad you did:

[www.TechnologyMarketingToolkit.com/consult](http://www.TechnologyMarketingToolkit.com/consult)

## **In Summary, Here's What You're Coming To Your Consult To Decide (3 Vital Questions That Will Be Answered)**

**Question 1:** Is your IT services business revenues, growth, stability and overall business "health" able to deliver the lifestyle and financial security you're expecting and hoping it will deliver? Are you on track? Are you making reasonable progress? How well could you "weather the storm" of another recession, the loss of a major account, an aggressive, well-funded competitor moving in on your territory OR simply a personal crisis that would prevent you from working? How do you stack up against your peers? Are you on par? Below? Above?

**Question 2:** Exactly WHERE are your biggest and best opportunities right NOW to plug the holes in the sales bucket? What opportunities are you completely overlooking right now? What specific aspects of your business and marketing strategy are in the direst need of repair? Where and how should you start to go about fixing them?

**Questions 3:** Whether or not enrolling in one or more of our programs is appropriate for you, and which programs will be help you achieve your specific goals. If yes, how do our programs work? How do you participate? What's required of you? What is done FOR you, what is done WITH you?



## One Final Thought If You're Thinking Now Isn't The Right Time...

Below is a **REAL response** from the owner of an IT services company we sent this SAME letter to. I modified it to protect the identity of the person who sent it to us:

**"I'm not even sure why I'm talking to you. I can't afford what you're selling and it won't fix what is broken.** I'm 64. I'll be 65 in a few months. My health is OK, but not the greatest. I have a very small amount in retirement, but nowhere near enough to live on.

I have obligations and a wife whom I love dearly, but I really can't support her. I knew everything I should do, but I just never got it done. I guess I was just too stubborn. I didn't want to do [business] managed services; I wanted to do residential, but I didn't know how to sell it. Yet I didn't go to sales training. I tried a little of this marketing and a little of that, but nothing seemed to work. I've now had this aha moment – *but it came pretty late.*

I don't really know what to do. Maybe I'll go sell cars or something. But who would hire a 65-year-old with no experience? **There's no way to go back and undo what I've done, no rerun button.** So here I sit. I have 100 residential clients, and really want 200 – but no one wants to buy this great service I have for \$40/month."

**This is a perfect example of what happens to the person who ALWAYS said,** "Next month I'll get to marketing," or "I can't afford to learn how to sell and get more clients." How about *you*? Are you on this same excuse train, putting off getting serious about marketing until the "right" time?

If so, **YOU ARE FALLING BEHIND. Every day matters.** Days turn into weeks and weeks turn into months then years. Losses stack and multiply – and every dollar lost today CANNOT be invested, CANNOT be put to work in your business, CANNOT be multiplied.

Your inability to bring in a client is a vulnerability...a weakness...that shouldn't be ignored, put off, procrastinated on. You've already put this off long enough. **Call or go online now and book your consult right now:**

[www.TechnologyMarketingToolkit.com/consult](http://www.TechnologyMarketingToolkit.com/consult)

Dedicated to your success,

*Robin*

Robin Robins

President, Technology Marketing Toolkit, Inc.

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[www.TechnologyMarketingToolkit.com/consult](http://www.TechnologyMarketingToolkit.com/consult)

## Not Ready For A Consultation Right Now? Let Me Give You This FREE



Please allow me to at least give you **the Ultimate MSP's Guide To Marketing, Lead Generation And IT Services Sales Success**. This is an in-depth report on why so many MSPs struggle to get more clients, constantly fight price resistance and fail to convince clients why they need managed services.

Inside you'll find powerful lessons on how to attract more "sweet spot" clients with ease, along with multiple checklists and resources you'll be shocked we're giving away FREE! It WILL be an eye-opener. **You can download it instantly without talking to anyone at:**

[www.TechnologyMarketingToolkit.com/consult](http://www.TechnologyMarketingToolkit.com/consult)

## P.P.S. Are You Ready To Jump In And Get Started Immediately?

### *Here's Your Speed Pass*

Maybe you're familiar with us and you're a decisive, no-time-to-waste entrepreneur who wants to get started IMMEDIATELY. I appreciate that because that's how I am.

If so, the "speed lane" is to go online to [www.TechnologyMarketingToolkit.com/it-sales-and-marketing-tools-for-msps.php](http://www.TechnologyMarketingToolkit.com/it-sales-and-marketing-tools-for-msps.php) and enroll in our flagship program, The Technology Marketing Toolkit. You could literally get enrolled and have access to my BEST strategies, tools, examples and coaching INSTANTLY, within 10 minutes of enrolling. **All the marketing templates, lessons, checklists, tools, examples, exhibits are available instantly via our member portal minutes after you enroll.**

Of course, if you have any questions and want to speak to someone before enrolling, call my office at **615-790-5011**. My team is ready, willing and able to answer any questions you have about us, our programs and which ones are best for you.

# What Are MSPs Saying About Robin Robins?

## After 12 Years In Business, We Were At \$120,000 In Sales – Just 3 Years With Robin And We've Reached Over \$2.1 Million!

"Over the first 12 years in business (we'll call this 'pre-Robin'), my business partner, Igor, ran a pure break-fix firm. Just three years ago, he closed out the year with only \$120,000 in sales. When I partnered with Igor, I learned he had bought the Toolkit and attended one of the LA Roadshow events but hadn't implemented much...yet.

I decided it was time for us to use this resource and signed up for the 2-day Rapid Implementation Workshop. We learned how to do e-mail campaigns, 'regular' campaigns, the importance of phone follow-ups and how to stay in touch with customers through newsletters and drip marketing. Most crucially, we learned consistency is the most important part of any campaign.

We began pumping out campaigns right away. Our hard work paid off and, in just 13 months, we managed to grow from \$0 to \$45,000+ per month in MRR and sold a ton of hardware (one of our specialties). We closed the year out with \$2.1 million in sales and were nominated to the Inc. 5000 list.

We are now in a position to push ourselves without huge risks that could kill the company. Thank you to Robin for showing us the way!"



**Yuri Aberfeld**  
*IT Support LA*

## From Skeptic To 85% Sales Growth In Under a Year

"A crisp dollar bill in the mail led me to open the Toolkit I'd had sitting on my shelf for five years. Initially, I wanted nothing to do with this program and was confident the contents would not resonate with our clients. Fortunately, my analytical side urged me to dig deeper, and my research turned up hundreds of stunning testimonials from other MSPs. Before I knew it, this skeptic was signed up for the Rapid Implementation Workshop.

The first campaign I sent after the Workshop brought a response within five minutes that led to \$15,000 in one-time sales plus \$780 in MRR. My second campaign brought a long-time, break-fix client into our top-tier Gold Managed Services Plan. Two more clients soon followed, increasing our MRR by \$1,246.

After only five months, we have already increased our MRR by 27% and sales by 85% compared to this time last year. With each new success, my mind-set shifts. Big, positive changes have happened in my company and I'm grateful to Robin, my Accountability Groups and my staff for making it possible."



**Tom Breuer**  
*Computer Magic*

## Our Results Have Been Off-The-Charts Amazing!

"Call it luck, but I've always paid myself well and never really struggled to make ends meet in the business. However, my checkbook did not justify the long hours I was working and I wanted to make more money. So I decided to change my fate and joined Robin's Producers Club. With the guidance of Robin's team and my peers, I designed, refined and executed a marketing strategy that has changed the trajectory of the company – and my life.

Since joining, we've generated 258 leads and our top-line revenues have increased 66% over the last two years. I've added \$69,000 per month in recurring revenue and, best of all, our profitability has simultaneously increased by 104%. This year, we are already on track to close an additional \$48,000 in new MRR and grow another 20% to our top line.

Not only have I achieved financial gain, but also (and more importantly) I've gained confidence and security in my future. Thank you, Robin, Jeff and my fellow Producers Club members."



**James Kudla**  
*Tarrytech Computer Consultants*



**Maria Partridge**  
*Lotus Management  
 Services*

### **After We Became Accelerators Members, We Increased Our MRR By \$35,772 And Closed Another \$26,192 In Projects**

"When we started our company six years ago, we knew we needed marketing help, but weren't quite sold on Robin's approach. Eventually, we realized that sending a few e-mails, getting referrals and posting on Facebook wasn't going to get us where we wanted to be. We decided to attend a few of Robin's trainings and finally made the commitment to REAL marketing by going all in and becoming Accelerators members.

Since becoming members and attending the Rapid Implementation Workshop, we have consistently implemented marketing, conducted regular QBRs and continually looked for cross-sell opportunities. As a result, we have increased our MRR by \$35,772, up 15%, and in the last six months we have closed \$26,192 in projects.

Our customers now see us as a valued partner. Needless to say, we are excited in the growth of what we affectionately refer to as our baby. Our frustration level has gone from 'When is it going to happen?' to 'How do we get all the work done?' Sometimes it feels like we are drinking out of a firehose, but with support from our Accountability Group and all the promise these campaigns bring, we will keep moving forward with anticipation for the good things ahead."



**Nathan Whittacre**  
*Stimulus  
 Technologies*

### **After Just 12 Weeks, We Added 20 Clients And \$24,924 In Monthly Recurring Revenue**

"For as long as I can remember, I wanted to run a technology company. Along with my father and brother, I founded our company in 1995 and operated out of my brother's garage. I often joke that I must have missed the class in Computer Science School about how to run a business.

Like most every MSP on the planet, I was consistently receiving Robin's marketing year after year. I'll admit, I was initially turned off by her marketing and felt mine was working well enough...until I learned a new local competitor was cleaning my clock with the help of a certain redhead! So I fired my current marketing firm, signed on with Technology Marketing Toolkit, bought Boot Camp tickets and enrolled in Rapid Implementation Workshop.

I was overwhelmingly impressed with everything I learned at Boot Camp, but especially the Better Your Best winner Chris Hoose. His company seemed to be a mirror of my business and inspired me to set a goal to achieve the same level of growth. I decided to join Accelerators Club and, shortly after, attended the Rapid Implementation Workshop.

In preparation, we sent an e-mail blast for testimonials and received 35 responses. My favorite was from a client who had recently written an amazing blog post about how easy it was to change to Stimulus, as well as how much better our service was compared to our competitor's.

Almost immediately upon our arrival for the Workshop, Robin asked us to send out a 9-word E-mail. We sent that e-mail to 82 lost or no-decision quotes from the prior year. I was shocked when we received nine replies, including one from a prospect we thought had moved on. They would be worth \$108,000 to us over their new three-year contract!

We've closed 57 new customer agreements worth \$24,924 in additional MRR. Our unique page views have increased 175% since April, and for the keywords "IT service Henderson," we are now ranked #1 on Google! Since implementing the new site, we have had three qualified leads come in through the contact form! I feel like we are just getting below the tip of the iceberg with the potential to generate new business. I am overwhelmed and completely grateful for the depth of knowledge provided by Robin and the Technology Marketing Toolkit team to help MSPs like me to grow."

## **Stuck At \$340,000 After 10 Years In Business – Only 90 Days And A Few Campaigns Later And That's More Than Doubled!**

"After 10 years in business, my break-fix IT business had peaked at \$340,000 in gross revenue. Something had to change, so I made the shift to managed services, and launched a new company, eTrepid. I knew we still needed some help so I decided to finally give the Technology Marketing Toolkit and the Rapid Implementation Workshop a try.

I saw results right away. My first campaign resulted in eight testimonials. The second brought one referral, but, more importantly, I learned my oldest client was shopping for a new IT company. I was able to turn that around in what ended up being my first client QBR – what an eye-opener that was! We addressed the issues, saved the client and added \$216,000 in revenue.

Knowing this was making a positive impact on my business, I was all in! I attended every weekly call, quickly completed the implementation checklists, launched our new Robinized website, started mailing our print newsletter, and utilized software to track and manage it all. With every campaign, we see more and better results. I am thankful for this incredible journey that has improved our business in every area!"



**Tom Blandford**  
*eTrepid*

## **After Working With Robin For 3 Months, We've Added 37 NEW Leads And Jumped Our MRR From \$500 Per Month To \$9,830 Per Month!**

"Steady Networks was in a downward spiral. I thought I had a sales 'process' in place until it all caved in when I lost three big accounts and, at the same time, lost my inside sales telemarketer of two years. By the end of the year, we were starting to eat into our savings and I realized I had a big problem on my hands.

So, after ignoring Robin's e-mails for YEARS, I finally decided to give her system a chance and signed up for the Toolkit and Rapid Implementation Workshop. It was there I learned how to build a foundation for marketing and sales that will allow us to add clients profitably and consistently, fuel referrals and ultimately double our customer base. If these first 90 days of implementation after the Workshop are any indication, it's going to be a VERY good year!"



**Jonathan Sandmel**  
*Steady Networks*

## **In Just 90 Days, Robin's Marketing Has Delivered Over \$100,000 In Sales And A 500%+ ROI!**

"After nearly 50 years in business, our company finally decided to get serious about marketing and joined up with Robin and the Producers Club. Little did we know what this decision really meant. Sure, we had all of Robin's materials, but we still hadn't really put them to use. We certainly hadn't done any campaigns (my regrettable loss).

This decision has proven to be the best decision we've made for the business. Now I'm implementing marketing instead of trolling networking events hoping for someone to do business with me, and I actually feel excited to do this marketing thing! Why? Because I see it working! I am not saying it is easy, but I am saying it is easier than I expected. In just 90 days, our company's ROI for everything that we've done with Robin is over 500%. I'll make that kind of investment every day, all day long!"



**Mike & Fusun Bubernack**  
*ET&T*

## **19% Response Rate On Our First Campaign**

"Right away when I started with Robin, I had a 19% response rate to our first campaign. Our sales team is really enthusiastic because of how much easier it is to call a new prospect since implementing some of the direct mail campaigns. Instead of just calling to introduce ourselves, we have given them a reason for our call and 'greased the skids.' Now we start the conversation with 'Did you receive our letter and FREE offer?' It is amazing to think that our marketing before was nonexistent or consisted of sales efforts that have existed in our industry for 20 or more years. Now we have a process and a focus that is truly adding value to our customers and prospects."



**Jason Cowan**  
*Spark Solutions*





**Sue Brumm**  
CE-Technologies, Inc.

### **We Had NOTHING In Place For Marketing And Were Completely Flat With Growth – And Now We’ll Easily Hit \$1 Million In Revenue This Year**

“When we first found Robin, we were truly starting from scratch when it came to marketing. We lacked everything: a target market, a USP, a list, testimonials, brochures, and didn’t have a SINGLE working marketing campaign. Even our website was mediocre at best (as I said, NOTHING). With Robin’s help, we now have all of that in place and are seeing the results. Just one of her direct mail campaigns generated \$217,277 in total contracts (over three years), giving us an ROI of 4,484%!

As a result of implementing Robin’s campaigns, our revenues are up 25% over last year, our financials are looking great and I know we’re just getting rolling. Now we’re on a trajectory to surpass the \$1 million mark this year – and I’m confident we’ll hit it!”



**Mike Clemmons**  
ByteCafe Technologies

### **We Added Over \$1 Million In Revenue This Past Year**

“Before Robin, to say we were struggling to get new clients was an understatement, and we were losing money... Not good. Desperate to turn things around fast, we methodically went through everything Robin gave us and immersed ourselves in learning how to market, following her system to the letter. By the end of that first year working with Robin and the Toolkit, we had leads coming in and the marketing was working, as evidenced by the fact that revenue grew a solid 40% that year – but more importantly, it was the first year we actually generated a profit!

Bottom line, Robin’s marketing strategies have totally changed the trajectory of our business for the better. We now generate quality leads, we’ve strengthened our name recognition and have landed more signed contracts than ever before. We’ve experienced more than a 10X increase in revenues and profitability since joining Robin’s program.”



**John Elston**  
Elston Technology Services, LLC

### **I Have Learned More From You In The Last 24 Hours About My Own Industry, Let Alone Marketing, Than I Have In Months Using Any Other Source**

“I am brand-new to your program and I’m going through it for the first time. I have to say I am very, very impressed with your presentations, your materials on the website – all of it is great. I am overwhelmed right now, but the stuff seems really, really good. It has already given my crew all kinds of new ideas. You have been very helpful and I have learned more from you, your materials and organization in the last 24 hours about my own industry, let alone marketing, than I have in months using any other source. I am very grateful for you and thank you for doing such a good job in presenting this!”



**Michael Marlow**  
Information Systems of Montana

### **After Finally DOING The Campaigns In The Toolkit, We Generated 51 New Leads And Added \$37,500 In NEW Monthly Recurring Revenue!**

“We had survived on referrals from day one, and not ‘asked-for’ referrals, but referrals that basically fell into our laps. Sure, I had tried some marketing over the years, but it only brought in a few tire kickers and price shoppers. So I sprung for Robin’s program. Wow, what a difference! We now have a defined target market, a solid USP, numerous raving-fan testimonials from clients and MULTIPLE marketing oil wells, and have increased our monthly recurring revenue from \$15,000 per month to \$52,500 and growing! I am now completely reengaged and reinvigorated with my company and am seeing results from marketing, which I used to think was a complete waste of time, effort and money. This has been a game-changer!”

### **In One Year, We Grew Top-Line Revenue By \$920,489 And Net Profits By 57%!**

"It's amazing what you can accomplish in a single year if you wake up every day focused on marketing and growth. In addition to adding nearly \$1 million in revenue and slightly over 57% more net profit to our bottom line, we also increased MRR by 42.3% and increased our product margins from 10% to 30% this past year by using Robin's marketing campaigns and strategies. Stagnation in our business is now a thing of the past. Today, the outlook for my business is better than ever: my goal is to reach \$5 million by next year and \$10 million by 2020 (which we're on track to do). The secret to our success? We developed systems to get Robin's marketing campaigns consistently implemented."



**Ilan Sredni**

*Palindrome Consulting*

### **In Just 3 Months, We Closed \$732,892 In NEW Business!**

"Robin, I would truly like to say THANK YOU for sticking with us. We started with you so many years ago and I *thought* I was putting in the work needed to succeed, but last year's Boot Camp finally brought it into focus for me. From that point forward, instead of quitting when I hit some roadblocks, I recommitted myself that it was my time to make things work."

But going to the Rapid Implementation Workshop was just what I needed to nail down things like our USP, our niche market and other marketing fundamentals, and it was the kick in the butt that got us **DOING** the marketing. Since the Workshop, we have completed 15 campaigns and marketing initiatives, produced 22 leads and won three new MRR agreements totaling \$660,892 over three years, \$27,000 in offsite added to existing clients and new projects totaling \$45,000, with many more to come.

The lesson learned from all of this? It takes massive, simultaneous action to generate the results we need in business. I'm making things happen now and I'm never going to quit on marketing again!"



**Raquel Chappell**

*Divergys*

### **Revenues Up \$1,290,663, Monthly Recurring Revenue Up \$60,226, Added 39 New Recurring Revenue Clients**

"Last year was a whirlwind for KAMIND IT. I joined Robin's Master Mind group and implemented the campaigns just as we are given them, and guess what – they work! We eclipsed the million-dollar mark in just our second year in business, added 28 new MRR clients and were named Microsoft's 2016 US SMB Champions Club NW Partner Of The Year!" I couldn't have done it without Robin and her team! I have grown tremendously since I took the plunge and teamed up with Robin. The growth has been exhilarating, and I owe it all to Technology Marketing Toolkit. I plan to continue on this growth track and keep growing the business, not just in revenues but in talent and culture."



**Matt Katzer**

*KAMIND IT*

### **Much Of The Work In Selling Is Done Before I Even Meet With My Prospects!**

"I've been in the IT industry a long time, taking care of networks and selling IT services, but I can honestly say that I have learned more about marketing in these seven weeks in Robin's program than over my entire career. My head is ready to explode, I find myself listening to your programs multiple times in order to soak it all in and, every time I listen, I find a new idea or a key point that I missed before."



**Wally Moore**

*DTS InfoTech*





**Bob Coppedge**  
*Simplex-IT*

### **Our Net Profit DOUBLED, And I Am Finally Removed From The Day-To-Day Grind Of The Business**

"A few years ago, I realized that Simplex-IT's ability to continue growing was going to come to a crashing halt. We couldn't sustain the growth both in terms of sales process and service delivery without making some significant changes (I call it puberty). I saw that our marketing, while meaningful and appreciated, wasn't particularly effective or measured. I quickly added a Marketing Manager to implement the Toolkit and to overhaul our marketing approach so that it was measurable, repeatable and aimed at generating business.

In just one year of working with Robin, we increased our MRR by 26%, and our net profit doubled! I've also been able to finally remove myself from the day-to-day operations of the business and am now building my long-term wealth, stability and security."



**Dave Johnson**  
*Netropole, Inc.*

### **Once I Understood That We Are As Much A Marketing Company As We Are A Technology Company, We Grew Our Net Income Over 307%!**

"Aside from the marketing campaigns and loads of information that we get from the program, the most valuable thing that Robin and her team have provided me with is the ability to be totally clear and honest about my business.

I never internalized the idea that we are as much a marketing company as we are a technology company. Once I made that realization and, as a result, started to become a better entrepreneur, we experienced exponential growth. The numbers simply speak for themselves. In the course of one year, our managed services revenue increased 76.8% and, more importantly, our net income increased 307%!

Would I have been able to get where I am today without Robin and the program? No way. Would I like to be the person who tells the world about how they can change their lives using Robin's program... most definitely!"



**Ahsun Saleem**  
*Simplegrid Technology*

### **Robin's 12-Month Marketing Plan Added \$25,650 Of New MRR To My Business And Saved Me From Failure**

"Two years ago, I was broken. Nothing was working the way I envisioned it would when I first started my managed services business. I couldn't win a single new client, sales were nonexistent and I was stuck doing low-paying menial work for the few clients I did have. I was seriously burnt-out from working so many long days with nothing to show for it. I knew that if something didn't change soon, I was going to quit, which meant I would have failed – and THAT was scary. So I gave myself one more year to make it work before giving up.

I had heard of Robin before but dismissed the Toolkit as hokey and unprofessional; I mean, come on! Who would respond to THOSE campaigns? But now, humbled by my failures and desperate for some success, I decided to purchase the Toolkit. But I told myself one thing: *If I enroll, I'm going to keep a very open mind about her methods and follow exactly what Robin is telling me to do in this Toolkit.* And I did just that.

Fast-forward to my one-year deadline for calling it quits, and my business has completely turned around. After following Robin's 12-month Marketing Plan in the Toolkit, we almost doubled our revenue, added \$25,650 in new MRR and tripled my company's size; and I'm confident that we can do that again this year! Best of all, I had fun while doing it! "

### **Implementing Robin's Marketing Strategies Has Allowed Me To Sleep Better At Night, Knowing I Have The Revenue I Need To Keep My Business Going**

"The first year we were a total break-fix business. With that model, we had to sit around until someone had a problem, then jump to get their issue resolved. We weren't profitable, didn't have a steady stream of income and didn't have any reliable ways to generate new clients outside of referrals. It didn't take long to figure out 'I don't like this,' so I decided to try Robin's strategies.

Implementing Robin's marketing strategies has allowed me to sleep better at night and not have to worry about where the next check to make payroll will come from. It's also comforting to know each month starts with revenue. Our number of clients increased by 49% the first year and by another 38% the following year."



**Peter Verlezza**  
*SMB Networks, LLC*

### **We Have Grown From \$0 To \$62,165 In Monthly Recurring Revenue In Under A Year!**

"My twin brother Kevin and I started our IT services company because we saw an opportunity to help our fellow CPAs with technology. We were both working at the same CPA firm and both had a knack for IT; so, from that simple idea, Tech Advisors was born.

Over the first 10 years, we grew from two guys to 14 and from zero clients to over 80. Revenues were increasing every year, and we were profitable. HOWEVER, there were problems. First, we couldn't work any harder. After putting in long nights, early mornings and long weekends, we were still limited and unable to scale the model easily. Second, because we didn't understand managed recurring revenue or managed IT contracts, we were constantly in a cycle of feast or famine with IT projects and work. And last but not least, we had no reliable way to bring in clients predictably.

That's when we found Robin and joined her peer group, the Producers Club. Robin and my fellow members helped us to not only switch to a managed services model, but enabled us to go from a referral-only standstill with zero marketing to implementing over half a dozen solid marketing oil wells that generated 70 new leads and thousands of dollars in sales and profits. Twelve months later, we've got 16 clients under a monthly services agreement and over \$62,165 in MRR coming in every month – and that's growing. In fact, with the solid base of marketing and the momentum, we should add another \$100,000 of MRR before the end of year."



**Konrad Martin**  
*Tech Advisors, Inc.*

### **All Of The Campaigns We Implemented Added Over \$200,000 To Our Business And Boosted Our Profits By Over 52%**

"When I came upon the Technology Marketing Toolkit, it was a rough time for my company; we only had about \$300,000 in revenue, with no marketing or sales systems in place. I sent out our first marketing campaign, and in four months had six managed services clients and \$8,700 in monthly recurring revenue! I was hooked and started reading, learning and paying attention to everything Robin had to say, which helped us grow to \$653,000 and then to \$753,000 in the following year. Technology Marketing Toolkit has brought me rock-solid marketing and provided great peer-group support. Thank you, Robin!"



**Bill Ooms**  
*BSSI*



**John Tate**  
*xNet Systems, Inc.*

**With Just ONE Campaign To ONE Vertical, We Were Able To Increase Our Revenue By 28%, Our Number Of Clients By 39% And Our Net Profit By More Than 56%**

"My story is not about being an overnight success. My story is about how lasting changes are occurring in my life because of the small changes in my business and in how I think about my business. Through Robin's Technology Marketing Toolkit, Business Builder calls, seminars and Master Mind membership meetings, I have developed from being a technician (spending a lot of time working IN my business) to being a business owner (working ON my business) and have been able to develop an autopilot marketing plan.

I first met Robin at a conference when my business was in its seventh year. I was earning a living, but I couldn't help but feel a little underwhelmed by my mediocre success. It was at that moment that I saw an opportunity to change my business to change my life. I bought Robin's Technology Marketing Toolkit and made a choice to commit to improving my business.

It took me over six months of being in the program before I even attempted my first marketing venture. Over those six months, I got on every call, went to as many Robin Robins meetings as I could and immersed myself in everything Robin. After endless prompting from Robin to just do one campaign, I knew I had to do something. That prompting and her program allowed me to go after a health-care vertical with just ONE of her strategies. In just four weeks after this campaign, we had five new clients.

Since the campaign worked so well, we did it again the following year. This resulted in 16 new clients in the health-care vertical, a doubling of our managed services and a 56% increase in net profit. All this from a guy who just a few short years ago knew nothing about marketing or how to grow a business but was smart enough to buy a marketing kit from some chick at the front of a room."



**Diana Spurgus**  
*Business Systems Solutions, Inc.*

**I Sent Out ONE E-mail Campaign, Which Secured \$29,700 In Annual, Recurring Revenue Right Away And Eventually Got Me To A Total Revenue Increase Of \$88,548!**

"After letting Robin's Toolkit sit on the shelf in my office for quite some time, I finally kicked off my marketing plan using her materials and strategies. I sent out one of her e-mail campaigns to existing clients and generated a 32% response rate and an increase of \$29,700 in annual, recurring revenue. That represents a monthly increase of approximately 6% in our world.

Overall, I secured an additional \$88,548 in revenue due to this ONE campaign! What can I say but 'WOW' and 'Woo-hoo!!!' This was an awesome jump start for us – something I wish I had done when I first got the Toolkit!"



**Karen Bowling**  
*Integrations, LLC*

**I Sent Out ONE E-mail Campaign, Which Secured \$29,700 In Annual, Recurring Revenue Right Away And Eventually Got Me To A Total Revenue Increase Of \$88,548!**

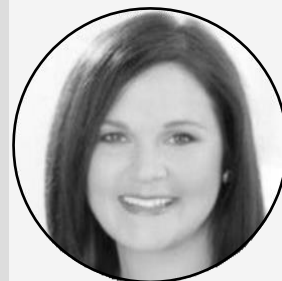
"With the help of Robin's joint venture strategy, we invested just over \$2,000 in an event and closed over \$100,000 in total sales – that's a 4,674% return on investment! We also increased our prospect list through this JV partnership and added good, qualified prospects. We closed two large deals, both of which offer recurring revenue for years to come.

By focusing on only our clients who were truly profitable and aligned with our managed services model, we experienced a 51% increase in monthly recurring revenue. Our gross profit has increased by 21% and our net profit has increased by a whopping 85%, all by focusing on getting more of the right customers and using the right campaigns that Robin has provided us with."

### **We Obtained 5 New Customers For A Total Of \$9,790 A Month In Recurring Revenue Through Just One Canvassing Campaign**

"Over the past year we have obtained five new customers with managed recurring revenue of \$9,790 per month, strictly by using one of Robin's marketing campaigns. We have also been able to upsell these clients monthly with an average of \$1,000 per month of extra services and products. Ultimately, the value of these five clients is nearly \$11,500 per month in recurring revenue!"

Robin has definitely taught me that I can sell anything. Thankfully, we're now a profitable, stable company with both a marketing plan and growth strategy in place!"



**Dawn Wilson**  
*TEC Works*

### **Quite Simply, Membership In Robin's Program Is An Essential Part Of My Business Plan**

"My membership not only helps me plan my marketing but also plays a critical role in other areas of my business. Robin has introduced me to countless resources that have improved my business operations, sales practices and overall life balance. Additionally, working with other IT business owners in the peer groups, sharing ideas and best practices, has increased my motivation to succeed and is a priceless component of being a member of a group such as the Producers Club. Without this membership, I highly doubt that I would have increased my revenue last year by 115%!"



**Jeanmarie Richardson**  
*The Digital Architects*

### **Our First Campaign Generated \$16,250 In New Sales And Only Cost Us \$60.10! This Campaign Not Only Brought Us New Customers, But Gave Us The Confidence And Experience We Needed To Continue To Make Our Business Successful!**

"Before focusing on marketing our business and enrolling in Robin's programs, we were barely surviving on referrals and word of mouth. This carried us in the beginning, but eventually sent us into an endless cycle of gaining and losing clients. This never-ending downward spiral, coupled with some issues in our personal lives, made us realize that we had to make some changes to make our business successful. Getting involved with Robin's community and implementing her strategies have been some of the best decisions we have made.

Since joining up with Robin, we've had amazing results! Our first campaign generated \$16,250 in new services, while costing us only \$60.10! And, after implementing an SEO marketing plan and revamping our website, we closed four new contracts in one week, totaling over \$100,000 in annual revenue!

The biggest benefit we've received in using Robin's marketing has been the peace of mind we now have. I love feeling in control of the success of our business by driving the marketing efforts. I no longer have sleepless nights due to financial worries. Now my (infrequent) sleepless nights are due to the great marketing ideas I have!"



**Amanda Harper**  
*Gaeltek, LLC*

### **I've Converted Almost All Of My Clients To A Managed Services Plan And Have Increased Revenue By 35%**

"Over the past year we have obtained five new customers with managed recurring revenue of \$9,790 per month, strictly by using one of Robin's marketing campaigns. We have also been able to upsell these clients monthly with an average of \$1,000 per month of extra services and products. Ultimately, the value of these five clients is nearly \$11,500 per month in recurring revenue!"

Robin has definitely taught me that I can sell anything. Thankfully, we're now a profitable, stable company with both a marketing plan and growth strategy in place!"



**James Sanford**  
*e-Tech Software*





**Pam Snell**  
*ACT Smart*

### **During A Tough Economic Time, Our Gross Sales Are Now Up 45.6%, Our Recurring Income Has Climbed To 41.7% And Last Year Was A Banner Year For Us With Sales Up 25.8%**

"We weren't making a lot of money and were just plodding along at a snail's pace and knew it was because we were in complete reaction mode. But we plugged along, not getting anywhere, until a few years ago, when we met Robin Robins, and the results overall have been stellar. During a tough economic time, our gross sales are now up 45.6% since we started, our recurring income has climbed to 41.7% and last year was a banner year for us with sales up 25.8%. When you consider there are a lot of businesses closing their doors, this is a pretty amazing bump. This year we raised our goal to almost double what we did last year, and I feel confident I can hit this goal because Robin's marketing is working."



**Dan Izydorek**  
*PC Miracles, Inc.*

### **In One Year, I Had Increased Our Service Revenue By 65% And More Than Quadrupled Our Recurring Revenue**

"I bought the Technology Marketing Toolkit in late summer, and by fall of the same year, it was like something 'clicked.' A prospect I had been working toward bringing on as a customer for almost a year became our first managed services client. That one client returned our investment in the Toolkit tenfold and more than covered our costs for our chosen RMM software."

Thanks to Robin's material, I had converted several of my existing customers to our Managed Services Plan. I used the Million-Dollar Managed Services Blueprint materials to come up with the structure for our plans, and the Toolkit to help me roll out several marketing strategies and perform a more systemized network audit—all of which allowed me to close several more customers. By the end of the year, we had more than quadrupled our managed services revenue, increased our service revenue by 65% and had a 40% increase in total revenue over the last year.

In the early years of my business, before Robin, I had to always worry about whether we would have enough money to cover our payroll. This was always such a huge weight on my shoulders and a major stressor for me. Managed services and Robin's marketing materials, coaching and Master Mind membership have given me the tools (and positive cash flow!) I need on a monthly basis to know that all my expenses are covered. Working with her and her programs has been a huge stress reliever for me. I have no debt other than a mortgage on a home my family loves, mortgage on my office and a mortgage on a rental property I own, and my family and I now have the time and freedom to go on seven to 10 camping trips a year together.

With all the incredible resources Robin provides, I expect to increase our revenue by another 20% to 40% by the end of next year, despite these crazy economic times. And where will I be five years from now? We'll have a bigger family, an operations manager, and I expect to be generating at least \$2 million of revenue.

I believe that it is very important to reinvest in your company and not spend all your extra money on non-business items. If I hadn't taken the leap to invest in Robin's material, I don't know where my business...or my family...would be right now."



**Robert Marhamat**  
*ServerPlex Networks*

### **Closed \$357,000 In Managed Services Revenue**

"Have to say without a doubt that meeting Robin and signing on with her program is the best decision I have made for our company. After using her methods for the last six months and sticking to our marketing program, we have been able to close an additional \$357,000 in managed services revenue this year. This is definitely exciting for us as most of our clients sign three-year contracts, so quite honestly that is about \$1.1 million in additional revenue that we would not have had if you did not get me to finally take that plunge! Thank you for helping to restructure our company into a money-making machine!"

## **Robin's Campaign Helped Me Secure 4 New Clients In Just 3 Weeks From A Bunch Of Prospects That Were Actively Ignoring Me**

"Before I tried the 'cheesy, unprofessional, kinda-tacky, Robin Robins, three-step, direct marketing campaign,' I did my own newsletter and mailed it to a qualified list. This newsletter was perfect.

It had EVERYthing. It was full-color, short, punchy, listed our services, had a 'free' offer, a joke section, timely articles and links for free downloads of cool software. I included some 'character references' about us and even a half-page offer to give them a wide-screen HDTV if they bought our accounting package or even recommended someone who did!

Yep. This direct mail piece had EVERYTHING! Except response. Sadly, I mailed that puppy out for FOUR months and got nothing back. Zero. Zip. Zilch. Nada. Nothing. The big goose egg. The 13-√169, '0/google'... Get the picture?

Finally, I broke down and did one of Robin's direct mail campaigns. That didn't take much work: I just took Robin's form letter and replaced 'Robin' with 'Henry,' and, well, you know... I then mailed that tacky letter out to the same people who had been actively ignoring me for the past four months. By the end of the three-week cycle, we'd already gotten four responses, including a contract to install a server and a company that just so happens to need someone to oversee their small network! Using another strategy of Robin's for packaging our services, I've closed a \$1,700 per month contract from a company that was only paying us for occasional break-fix services!

From the same \$@#! mailing list of people who ignored my 'perfect' newsletter solicitation the past four months, I'm now getting solid responses!"



**Henry Fiorentini**  
*Panatech Computer  
Solutions*

## **I Would Recommend IT Business Owners Become Part Of A Peer Group, And This Is The Best One I Have Found**

"I have been a client of Robin since 2006. My business has more than doubled in four years, and I have Robin to thank for that growth. It has been an uphill battle, but with the help of the Producers Club and my Accountability Group, I have developed the tools to work 'on' my business instead of 'in' my business. I also have made several great friends from the group. These friends are always available when I need technical help or just a kick in the pants. I would recommend IT business owners become part of a peer group, and this is the best one I have found."



**Mark Marley**  
*Network Computer  
Solutions, LLC*

## **The First Campaign Brought In \$36,000... The Second Brought In \$20,000**

"When I first saw Robin's materials, I was really skeptical; it sounded a bit too good to be true. But I decided to give it a try...after all, what did I have to lose? Looking back, I'm VERY glad I enrolled. Using Robin's materials as the foundation of our managed services offering, we were able to get over the '\$1 million hurdle' and are now at \$1.5 million. The first campaign we rolled out brought in \$36,000 in annual revenue, and the second brought in about \$20,000.

The first two campaigns were targeted to a small base and in total cost me under \$1,000 to run, so I see it as a good return on investment. It was a personal challenge to not change anything and just run with the whole thing – glad I just did it. But the biggest benefit to me was helping me to understand how to approach my marketing plan and how to articulate to my clients what I was offering...and not in a geeky technical way, but in a way that really resonated with them. The worksheets provided a great guide for what to do and how to do it. Plus, it was just good general training for building a marketing plan for your managed services business. Robin's materials really are a GREAT investment, and you won't be disappointed. I highly recommend it to any MSP who needs help in marketing."



**Craig Hillyard**  
*Network Data  
Services, Inc.*





**Sean Goss**  
*Crown Computers*

### **I Doubled Last Year's Revenue!**

"Prior to starting Robin's program, I really worried whenever I lost a client. Sometimes I had more turnover than clients coming in the door, which is a bad place to be. I was working out of my house and having tons of employees in and out of my home. Since I'm raising two kids (with another on the way), I would always have to tell them to be quiet or put them in front of the TV to keep them occupied as I took important calls.

At the time I started on Robin's managed services marketing system, I was only doing about \$100,000 per year in managed services. I didn't have a good marketing system in place, so most of the clients were only paying a little bit of money for server maintenance. I wasn't selling workstation maintenance, a high-end all-inclusive service, or getting large setup fees like I am today. My profits were paying for our business to keep rolling along, but I wasn't making any additional profit after paying the employees. In fact, the business was actually \$6,000 negative for the year.

First we started off with one of the direct mail campaigns from Robin's materials. The moment I sent that letter series out, I started getting responses from qualified businesses who were genuinely interested in our managed services! It was just like the video where I was throwing money up into the air. It was like a magic letter! I could not believe that people were faxing it back and signing up for my platinum, high-end service. I had never done anything like this before and I was amazed at how it flat-out worked.

The letter offers a free network audit to 12 prospects, and I actually had people calling me asking, 'Do you still have your 12 businesses that you were looking for, or are you all full?' That is how much people believed the marketing material! I never thought people would read that LONG letter, but all the clients told me they read every single word. The best part was the fact that they were presold before I walked in the door – all I had to do was guide them down the path.

Since getting on board with Robin's marketing plan, we added an additional \$62,000 in revenue and eight new clients within a six-month period. That was a new record for us! I was able to move my business out of my house and into a real business park. I had to hire more staff to keep up with the increased demand, and I am still hiring more this week. I have a newfound faith in marketing and now have incredible confidence that I know how to 'bang the drum' and get new clients whenever I need them. I'm taking more vacations and worrying less about money coming in the door.

The biggest lesson I've learned is that I just have to get off my butt and do it. Robin's program will work if you use it. Even though I screwed up the first 20 times, I've learned that you have to increase your rate of failure to increase your rate of success. Pardon my cheese by saying, 'Just do it!'

I really recommend that you do more than read the materials and listen to the audio teleseminars Robin gives you. Complete the mission. If you do not go to market, you will have wasted your money on a bunch of great knowledge that you will never put into practice!"



**Larry Owens**  
*IntegrIT Network  
Solutions, Inc.*

### **Much Of The Work In Selling Is Done Before I Even Meet With My Prospects!**

"I started using Robin's Technology Marketing Toolkit, and very soon after that, I purchased the Managed Services Blueprint. Since then, we transferred our whole business processes over to managed services, and with Robin's work and her Toolkit, I've been able to increase my profit by a margin of excess of 50%. I know that I have just scratched the surface of it and that my business will continue to grow with Robin and the Toolkit!"

## **Sales Have Increased 51% And Our Profits Have MORE Than DOUBLED**

"For the first 11 years we were in business, our marketing was measured by the 'darts' method. (We threw darts at a wall to see what stuck.) We had no direction, and at times it was a little scary because we didn't know how we were going to pay the bills.

As a way to move our business forward, we decided to invest in some marketing. Before we heard about Robin, we had hired another general marketing consultant. He was good, except the problem was that he only gave us the ideas and concepts but no actual materials to use. As soon as we purchased Robin's materials, though, we knew we had made a great decision. All her templates, examples and done-for-you stuff has literally saved us hundreds if not thousands of hours. It would have taken us forever to develop all that stuff!

After only a year of implementing Robin's materials, we have seen a tremendous 51% increase in sales, 164% increase in profits, a 26% increase in recurring revenue and a 23% increase in clients. Now, that's what I call results!"



**Bill Hogan**  
*Partners Plus, Inc.*

## **I Can't Imagine Where My Business Would Be Today Had I Not Joined**

"I have been a member of Robin's program for a little over a year now, and it has been the single biggest thing I have done to help take my business to that next level. Not only are the materials, phone calls, webinars, quarterly meetings and Boot Camps the foundation for all our marketing strategies, but I have made numerous friends from across the country who are like-minded people, which I believe is a key component of our continued success. Robin understands the challenges IT business owners face, and her strategies are constantly evolving with the changing economy to help us adapt and grow in a tougher environment. I can't imagine where my business would be today (or even if I would still be in business) had I not joined this coaching program."



**Eric Rieger**  
*WEBIT Services*

## **With Robin's Marketing, Our Total Revenue Is Up By 56.9%, And We're On Track To Have Our Best Year Ever!**

"When implementing Robin's marketing, one thing I learned was NOT to change the recipe but to follow her strategies to the letter. When I first saw the campaigns she gave us, I didn't trust they would work so I changed them. Big mistake! That didn't work. Then I was reminded of some advice a self-made millionaire gave me once: 'If you meet someone and their pile of money is bigger than YOUR pile of money, you need to listen to them.' So I regrouped and stopped trying to second-guess the campaigns. The next campaign I mailed out was exactly as Robin directed. And guess what? That one campaign brought in \$146,186 in sales AND we got four clients under a managed services contract.

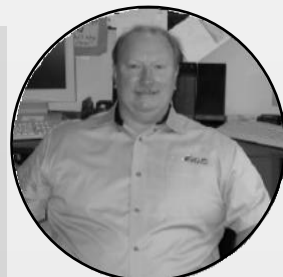
Thanks to Robin's coaching and guidance, we continue to grow by taking action. We are no longer sitting on our butts worrying about the next gadget or technical gizmo that we have no control over. This marketing works if you are willing to do the work to make it happen!"



**Walt Ely**  
*System Care, Inc.*

## **We're Growing Twice As Fast**

"The best piece of advice I learned from Robin was that we should go back and ask our customers to buy managed services, even if I didn't think they would buy. I was skeptical, but I did as she said and, lo and behold, success! The first customer I asked signed an annual contract and wrote me a check big enough to more than pay for my investment into Robin's materials...and they just keep on giving! When you sign up with Robin, you get so much more than a marketing manual. I just want to say 'thanks' because you've really helped my company grow twice as fast!"



**Glenn Soles**  
*Lazarus IT Services, Inc.*



**Tim Shea**

*Alpha NetSolutions, Inc.*

### **Consistently Utilizing Robin's Campaigns, We Are On Pace To Increase Gross Revenue 30% And Increase Our Net Profits By A Whopping 250%!**

"Before finding Robin, our sales were just hovering. We were making a profit, but I was incredibly frustrated by the lack of growth. It seemed as though we were stuck and needed to figure out how to get over the hump to bring more new customers in the door.

Shortly after signing up with Robin, we had two catastrophic events happen that had the potential to put us out of business. Those events included losing two clients, along with over 20% of our revenues immediately, leaving a big, gaping hole in our profitability. Leveraging Robin's strategies, we were able to sign 26 new accounts that same year and re-sign one of those lost accounts a few months later.

Generating results requires more than just the occasional campaign—it takes a serious effort and focus. It's hard to say which particular campaign gave us the best results overall, but it IS working. With this consistent focus and effort, we are experiencing amazing growth... I am on pace to increase gross revenues 30% this year, and net profits are up 250%!"



**Matt & Andry Jurcich**

*Invisik Corporation*

### **We Love The Newfound Success From Our Marketing; In Fact, Our Revenues Are Up 71% And Profits Are Up 85%!**

"When we found Robin, we knew we had found something that would force us to stop working 'in' our business and start working 'on' our company. We used Robin's materials as a measuring stick to take a hard look at our company, our market and even our competition. Now, we're no longer just the 'computer repair guy,' we've positioned ourselves as the go-to experts in technology, and it shows.

Our revenues are on track for a 65% increase over last year, and with just a quarter left in the year, we're right on target to top \$500,000 in revenues for the first time ever! After a 71% revenue increase and an 85% increase in profits, we are feeling the growing pains from our newfound success and we love it."



**Dave Wolf**

*Just Solutions, Inc.*

### **Our Numbers Speak Louder Than Words! Sales Topped \$1.39 Million, But Most Importantly, Our Net Profit Was Up Over 575% In One Year!**

"I was introduced to Robin and enrolled in her program several years ago. Like many newbies, I faced the challenge of not knowing how to really get started, but I took a stab, dove in and began implementing Robin's strategies. As my momentum was gearing up, I had a serious accident that laid me up for months. And then just as I started to get back on my feet, literally and figuratively, another disaster hit. Our office was flooded and, in just a few hours, we lost over \$150,000 as well as our forward momentum that had taken us years to build.

Thanks to Robin's strategies, I was able to drive much-needed revenue to rebuild our business. We rebuilt beyond what we had ever achieved. Our sales last year topped \$1.39 million, but most importantly, our net profit was up over 575% in one year! The key lesson I have learned is that you never know when a disaster could strike, and if you don't have sufficient business coming in or retained earnings to overcome life's shiccups, you could lose everything. I am especially thankful to Robin and her team for showing me how to rise above hard times to even greater success."



**Robert Nitrio**

*Ranvest Associates*

### **The Best Investment You Can Possibly Make...**

"I would like to say that for anyone who is considering extending their business in a way that makes sense, going to Robin's IT Sales And Marketing Boot Camp is one of the best investments they could possibly make, and partnering up with some of the people who are her associates who have appeared here makes the package that much more worthwhile. If you would like to extend your business, you have to invest in it, and this is one of the best ones I've seen to date."

### **We Have More Than Doubled Our Annual Sales From \$1.6 Million To \$3.6 Million**

"Our marketing has gone from simply 'looking good and not performing' to delivering consistent, predictable RESULTS and ROI. Thanks to using Robin's marketing approach, sales skyrocketed from \$1.6 million to \$3.6 million. Robin's Marketing Roadmap has given us a solid plan for implementation and the confidence to reach our goal of \$4.3 million this year. I am very confident that if we had not been aggressively implementing Robin's marketing strategies over the past few years, we would not have doubled our sales, nor would we be in the position to invest in our company as we have this year. We are just thankful that we found Robin when we did."



**Michele Ringelberg**  
*Next I.T.*

### **Once I Committed To Marketing, We Generated \$807,364 In New Business And Added \$18,780 Per Month In New Recurring Revenue**

"I was destined to be a tech after my dad brought home a TRS-80 and gave it to me when I was seven years old, then proceeded to use my brother and me as 'indentured servants' in his computer repair business, which I later took over full-time after college. While I was always great at the technical side of things, sales and marketing was a huge weakness, and the only new business I generated was from referrals. But I had to do something because I wasn't making the kind of money I wanted to make, so I started to look into marketing for my business, which is how I found Robin."

After I finally committed to doing the marketing she gave me, I hit some major growth milestones in my business, like finally passing the \$1 million mark. And after just one year, I generated \$807,364 in new business and added \$18,780 in new monthly recurring revenue.

Now I don't worry about paying the bills and covering payroll – and I'm finally in a position where I can hire a good team and not have everything depend on me. Thanks for the push, Robin!"



**Howard Globus**  
*IT On Demand*

### **Big Numbers Are No Longer Out Of Reach**

"When I first started reading the testimonials on Robin's website, I thought they were great, but not for someone like me – I hoped I wouldn't lose money on the Toolkit, but I never really expected to have the kind of success I read about. Now I no longer believe that those big numbers are out of reach. It dawned on me that what I've done is to prove that Robin's system will work for anyone, no matter how desperate your situation seems, but only if you actually get off your butt and do something with it. My advice to anybody who owns the Toolkit but hasn't started implementing it is to just do a small test campaign and see what happens. Once you start getting results, you'll want to do it again and again."



**Randy Connell**  
*Technoid, Inc.*

### **Robin's Marketing Has Tripled Our MSP Business!**

"Using Robin's marketing over the past five years, we've experienced incredible growth, tripling our business. With that success came the need to move into a larger office space with more room for not only staff, but bigger and better in-house events."

I decided to use this relocation to hold an 'Open House & Technical Showcase.' As a serious student of Robin's, I implemented many of her campaigns to increase registrations, gain vendor participation and generate sales leads. As a result, we ended up with nearly 150 attendees and 41 leads for various services we offer. Within one month of this event, we had already sold over \$43,000 in projects and closed two managed services sales, totaling \$5,750 in monthly MRR. That's \$207,000 over the next three years, with a ton of potential still in the sales funnel!"



**Maureen O'Neil**  
*Capstone IT*





**Ken Reichardt**  
*PCX Technologies*

## **We Increased Our Client Base By 29%, Our Monthly Gross Sales By 49% And AVERAGE Monthly Profit By 299%**

"Prior to Robin's program we didn't have any managed services clients and we had no experience with marketing. Now when we calculate the numbers, our total number of clients has increased by 29%, our average monthly gross sales have increased by 49% and our average monthly net profit has increased by 299%. Thanks to Robin, I've acquired an enormous amount of easy-to-use marketing material, only a very small percentage of which was used during the last six months. Most of (if not all) the materials and campaigns we used have come directly from Robin's materials, verbatim. Robin's marketing experience and advice are invaluable assets to my company.

Her materials don't provide vague, formless ideas or concepts. Robin provides real-world, soup-to-nuts marketing solutions that work. Above and beyond Robin's marketing expertise, she teaches success through her marketing materials, Master Mind group, interviews with experts, best practices, procedures and models that she uses in her own business. She truly leads by example. Since meeting Robin and going through this and other programs, I've found myself thinking more and more about marketing.

What was once an uncomfortable but necessary function has become fun. Now I can measure and track assets of my business that I wouldn't have done otherwise. I know now that this whole marketing thing is doable; I can achieve success with the only limits being governed by the amount of effort I'm willing to put into accomplishing my objectives."



**Bob Jenner**  
*The Network Doctor, Inc.*

## **One Letter = \$36,000 Per Month**

"I needed testimonials for a direct mail piece I was getting ready to mail. So I took a client to lunch, explained what I was doing and asked if he would be a reference for me in the letter. He then asked if I had a copy of the letter. I told him that I did, but it was really designed for prospects that had not done business with us before. He still insisted on seeing it, so what could I do?!?"

I pushed the draft of the letter across the table, along with the basic overview of the benefits and costs of all our managed services plans. After 10 minutes of reading, he looked up at me, smiled and said, 'We'll take the Platinum Plan for everything.' That's 230 workstations and 18 servers in all! A \$36,000-per-month deal, all because he read one of Robin's letters, without us even mailing it! With the help of the Toolkits, we are on track to break one million this year (and we are a two-man company). I might actually be able to get a raise this year! Thanks, Robin!"



**John Sandy**  
*James Moore & Company*

## **We Sold 15 NEW Managed Services Contracts In 4 Months Flat**

"I bought Robin's program last year at SMB Nation, and it has been a tremendous eye-opener for me. Up until that point, we had sold clients quarterly on-site maintenance visits, project work and break-fix services, but nothing like the managed services program we offer today. We also didn't have a clue about marketing. The biggest benefit to me so far has been the framework to move forward on selling managed services. Robin gave us the model for packaging, pricing and promoting it to our clients, which we did very successfully.

Under her direction, we went to our existing clients first and sold 15 contracts within four months. This not only helped our overall revenue and profitability, but it also revealed a number of operational holes in the business that we needed to improve. Thanks to this surge of new business, we are much more efficient at servicing our clients. Robin's materials, coaching and advice have provided us with the confidence and encouragement to move forward. Her recommendation of 'Don't wait for the perfect plan—just start moving' was invaluable. She has been a tremendous help to us, and it's been a lot of fun to see this project unfold. Robin, thanks for all you do!"

## **We Added \$802,221 In New Revenue In Just 3 Months!**

"For the last 22 years, we've been successful selling IBM solutions and working with break-fix clients. With the advent of virtualization and cloud-hosted applications and systems, our margins were declining and we needed a new way to do business. For years we were able to rely on referrals and MDF from IBM and Cisco to drive new business. We never had a consistent marketing approach, a targeted list or tracked ROI until we joined Robin's implementation coaching program.

After an intense two-day quick start, our team immediately dove into Robin's 30-Day Implementation Checklist. The group accountability calls and coaching helped me to finally develop a marketing plan and stay with it. I can honestly say that without the two-day quick start, weekly group accountability calls and coaching from Robin's team, I would have strayed from the program and wouldn't be anywhere closer to where I am now.

In the last 90 days, by implementing Robin's methodology and advice, we have transformed our business and added \$24,026.08 in new MRR and another \$208,808.87 in new sales. We also reworked four existing MSP contracts totaling \$25,425 in monthly recurring revenue. That totals \$802,221.83 in revenue for the year on a \$12,397 investment. We have done EVERYTHING by the book, implemented the checklists, watched the videos and done the work. Robin and her team have truly made our business Rewarding, Easy, Attractive and Lucrative!"



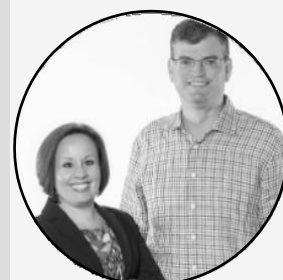
**April Painter**  
*Burk I.T. Consulting*

## **We Tripled Our Bottom Line In One Year!**

"During the first 15 years of business, we grew into a nearly \$2 million per year company, but after slow, consistent growth for years, it came to a screeching halt. We were stagnant...until we found Technology Marketing Toolkit and changed our mind-set. In the first three months, we generated over \$37,000 in new revenue and made the jump to Robin's Producers Club. After 11 months with Robin, we experienced 24.1% services growth. No doubt, we were finally sold on the value of marketing.

Over the last year alone, we've executed 130 marketing campaigns and have increased overall company revenues by \$413,308.71. And it wasn't just top-line revenue growth; our bottom line has grown even faster – more than tripling over the last year!

We are well on target to hit the \$3 million revenue mark during the next year. With all the skills we've learned and support from our fellow Producers Club members, I'm certain we'll top the \$7 million mark within five years and be well on our way to a self-sustaining business that can run without us!"



**Eric and Lisa Shorr**  
*Secure Future  
Tech Solutions*

## **Our Monthly Recurring Revenue Is Up 50%, And I Fully Expect 100% Growth Overall This Year!**

"I have been a client of Robin's since early 2010, but quite frankly never implemented anything until recently; and even then, it's been more 'ideas' implemented than actual campaigns. I was seriously considering canceling our subscription when I received a notification about Robin's free Roadshow. After two days of great content and talking to a number of other successful clients of hers, I was ready to give her marketing one more shot.

I made the mistake of thinking that 'implementing' Robin's strategies meant sending out direct mail letters to hundreds (or thousands) of prospects to generate new leads. I was wrong, and found myself getting caught up in the mechanics. At the Roadshow, it dawned on me to better leverage existing vendor partnerships to generate more leads in a joint venture relationship.

After my focused and relentless pursuit of high-power partnerships, I'm now generating three to four hot leads per month. We've positioned ourselves as the experts in our industry and have even been referred to additional joint ventures that are guiding us to success. Our monthly recurring revenue has grown by over 50% in just one year, and with the marketing oil wells we've built, I fully expect 100% growth this year."



**Joe Simuro**  
*The DataPros*



**Increased Sales By 40%**

"Not only have we recession-proofed our business, but we've also increased sales by 40% without a dedicated sales team!"

**Val Aubry***Main Street Software***I Am So Glad We FINALLY Decided To Buy The Toolkit**

"We have been dancing around buying your marketing system for years and we finally took the plunge. I LOVE everything I have seen so far and your staff has been very helpful. The content and program are great! I am so glad we finally dove in!"

**Ann Lewis***Computer Care***\$10,850 Per Month In NEW Recurring Revenue**

"I decided to put my skepticism aside and give Robin's marketing a fair shot. With one campaign I signed five new prospects for \$10,850 per month in NEW recurring revenue. I can't help but think that if I had started two years earlier, I would have saved thousands of dollars."

**Mike Colesante***Terian Solutions***I Was Able To Land A \$200,000 Sale**

"Robin, thanks to your marketing, I was able to get on the front cover of *Custom Solutions Magazine* and land a \$200,000 sale!"

**David Stinner***US itek, Inc.***My Recurring Revenue Is Up 900%**

"When I compare my recurring revenue from my first six months in business to the second six months, it's up 900%."

**Nancy Ridenhour***Nancy A. Ridenhour, CDP***Benson Bashford***AZCOMP***In Just 3 Months Our MRR Has Increased By \$12,628!**

"Anyone can follow a formula for 90 days, right? Just follow it step by step. What's the worst thing that could happen? What happened for us? We got a ton of marketing done AND added \$12,628 per month of recurring revenue (that's \$454,608 over 36 months if you're keeping track!)."

**Scott Brennan***CMIT Solutions of Fox Valley North***Monthly Revenue Has Increased By \$69,000**

"In just over a year of implementing the Technology Marketing Toolkit, my revenue surged from \$13,000 per month to \$82,000 a month...and we'll wind up at the end of this year doing about \$580,000!"

**Kenny Lance***NetBase Technologies***Sales Are UP 18% And Bottom-Line Profits Are Up 120%**

"Robin's approach is perfect for a computer service firm on a small budget. I signed up for her program and she has consistently delivered more than she promised. After using her tools and advice, our top-line revenue is up 18% and bottom-line profits are up 120%. I'm absolutely convinced that anyone who signs up for this program and takes Robin's advice will experience the same results."

**Chuck Bell***BEL Network Integration and Support***\$155,000 Worth Of New Business**

"We've turned the business around and in the last 12 months have picked up 15 new clients... That's about \$155,000 worth of new business. Before, we weren't even coming halfway close to that."

### **We Added \$485,000 To Our Sales Pipeline And Gained A New Sense Of Freedom**

"Like many of Robin's clients, I didn't want to read and implement the ENTIRE Toolkit, so I tried cherry-picking what I wanted to do. If only I'd listened sooner! It wasn't until I made a commitment, and began implementing exactly as the Redhead teaches, that I began to really see the results that have made a huge impact on my business, in my life and provided me a new sense of freedom like never before. Following the recipe, we added \$26,000 of MRR in just 90 days (and added \$485,000 to our sales pipeline). Thank you, Robin and the rest of the TMT team! We are excited about the future of our company."



**Ed Wenzel**  
*RedEye, Inc.*

### **Learning To Work ON Our Business Rather Than Just IN Our Business Has Been A Huge Game-Changer**

"Twelve years in, my organic growth in my company had stalled and I needed help in getting the business that I knew was out there. I purchased the Toolkit and signed up for the Rapid Implementation Workshop, jumping in with both feet. The Workshop alone gave me the push I needed to begin QBRs – I had six appointments booked before returning home that resulted in \$62,316 in new business!

Technology Marketing Toolkit has completely changed the culture at Tier3MD. As a team, we are more engaged and involved in our business. We have learned how to become 'businesspeople' and have paid more attention to ways to increase revenue by implementing annual increases in our contracts, offering ancillary services, and initiating projects just by being attentive to our clients. We are true believers that this system works!"



**Sheryl Cherico**  
*Tier3MD*

### **After Failing To Implement The Toolkit Years Ago, I Needed A Redheaded Dragon Breathing Fire Down My Back To Get Things Done**

"We bought the Toolkit eight years ago and failed to implement Robin's strategies on our own. I always loved Robin's marketing style, her attitude and the straight shooter in her, so when she offered her new fast implementation programs and the chance to join her and a group of coaches to further our business, I knew that 'this redheaded dragon breathing fire down my back to get things done' was the change I needed.

Robin's 30- and 90-day implementation checklists are a huge key to our initial success. We had a plan of attack so that we wouldn't stray off course like we had done before. In fact, over the first 90 days as part of this program, we've already added \$6,091 of new MRR and \$93,240 in project work... and we're just scratching the surface of our potential!"



**Stefanie Groot**  
*Windstar Technologies*

### **In Just A Year's Time, We Secured A 46% Increase In Sales At A Whopping 37% Profit Margin – And Thanks To Our HaaS Offering, That's Going To Increase Even More**

"We've implemented a lot of campaigns and, as a result, we've seen a 46% increase in sales over just a one-year period. The campaigns are great, but above all, the people I've met and the relationships I've made through Robin have been worth the price of admission.

Thanks to all the encouragement and support, sales are up, profits are up and our average contract price point is up as well. There's a real positive 'can-do' attitude at the office and a feeling that there's no goal we can't accomplish."



**John Motazed**  
*SNC Squared, Inc.*



**Brad & Victoria  
Myers**

*Myers Network Solutions*

## **After Purchasing The Technology Marketing Toolkit, We're On Track To Increase Our Managed Services By 72%, Total Income By 41% And Gross Profit By 92%**

"Brad and I are a duo-owner team at Myers Network Solutions. Starting out in 2001, Brad handled the technical work, met prospective clients, quoted and scoped out projects, and when the budget allowed, he began to hire technicians. I handled the back office – accounting, print materials, website, client correspondence, etc. – and slowly, through client referrals, our company grew. But in early 2007, we realized we could not take the company to the next level unless we had some type of sales or marketing plan.

That was a problem. Neither Brad nor I are what I'd call IT salespeople. Brad's great talking to people one-on-one but trembles at the idea of speaking in front of a group. I don't mind speaking one-on-one or in front of a group, but since I know little about the technical end of IT, I wouldn't be much help in solving a prospective client's technical issue or closing a sale.

One day I was researching on the Internet for IT marketing and came upon Robin's upcoming marketing seminar in San Francisco. I'd seen a couple of her articles in the *SMB Nation* magazine and I'd seen her mentioned on the ICCA website. We attended one of her seminars and, by the end of the first day, we were both convinced that Robin's marketing program was what our company needed. Here was a marketing system specifically for IT companies, with marketing templates and CDs on marketing topics, all packaged in an informative way that we could comfortably explain to clients.

Just two weeks after attending the seminar, we quickly worked through the first couple of sections of the workbook, inserted our company name and client recommendations into Robin's template, and Brad began visiting current and prospective clients. The response was great – it took about six months, but we converted our entire 'maintenance contract' and break-fix clients to managed services and began adding new clients as well. We send out monthly newsletters to current clients and a TechTip postcard to prospective clients (both created by Robin's staff). We often get favorable comments. We keep remembering – work *ON* the business, not *IN* the business. We hired a bookkeeper to handle the company accounting and monthly invoicing. We joined one of Robin's marketing groups where we can talk 'shop' with other non-competitive IT business owners and exchange ideas on staffing and product offerings.

Robin, thank you! Our investment in you and your Marketing Toolkit has yielded many times more profit to our business in just the first year of implementation. Your marketing concepts, templates, readymade newsletters and TechTip postcards, guest speakers, etc., have taken our business to the next sales level that we could never have reached on our own. We've gone from a 'wait by the phone for a client referral' marketing plan to a measurable marketing plan to attract and retain new and current client business."



**Ikram Massabini**

*MVP Network Consulting*

## **Robin's Marketing Has Added \$2 Million In New Sales To My Business Over The Last 2 Years**

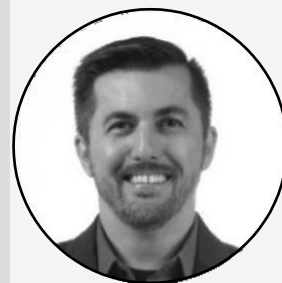
"I can directly attribute a \$2 million+ increase in gross sales as well as a 200% net profit increase to utilizing Robin's marketing campaigns and techniques. They have enabled us to generate five times more leads for our business than we've ever had before and have enabled our sales team to convert these leads into huge sales. I can't point to just one single marketing campaign that has led to the success that we've had over the last two years, but I do know that our consistency in marketing has been the #1 factor contributing to the surge in sales and new leads we are experiencing now. If we hadn't implemented Robin's marketing tools, I'd still be stuck at \$2.5 million instead of the \$5 million business we are today."



## **We Added \$131,730 In Revenue After Joining One Of Robin's New Implementation Programs!**

"This program has transformed our business! We saw INSTANT success by implementing a few simple strategies to market to our existing clients that led to an additional \$131,730 in revenue! We are just now starting to scratch the surface to marketing to new leads post-Workshop, and the results are already stellar.

While the increase in revenue is the greatest win, it also helped us grow as a company by making us take a hard look at how we represent ourselves as a company to our clients and target markets. Working in the group setting with other MSPs has been extremely beneficial in sharing our common experiences, success and struggles and learning how we each do business. One of the biggest takeaways is that even the smallest of actions can yield big results and all you have to do is commit to doing those actions consistently and on a regular basis."



**Derek Anderson**  
*BizTek Solutions, Inc.*

## **I Added \$290,074 In Sales In Under 6 Months!**

"My biggest win – and likely the turning point in my business – came when I lost a big client and suddenly was in dire need of replacing that income fast. So instead of freaking out, I called Robin. I knew she would have a plan for what to do and would force me into high gear to actually DO something.

She gave me a plan and I implemented it – and that plan ended up generating \$290,000 in sales, with more coming in. That allowed me to finally fire myself as the main tech. It was difficult at first, but thanks to the help of my fellow Producers Club members, I have set up a help desk and technical structure that works, which has freed me up to focus on marketing and growing my business.

I still find myself falling back on old techie habits, but when you're getting results from marketing, it's a whole lot easier to work ON the business, not IN it."



**Bob Michie**  
*MetroMSP*

## **I'll Surpass A Million In New Revenue**

"I've been a client of Robin's for years for one simple reason: she provides extremely valuable tools and information to help me grow my business. Since working with her, I've been able to clarify my business plan, define my strategic objectives, develop a marketing plan and even hire better employees.

Best of all, the detail in which these materials are laid out has made it easy for me to implement. I started at \$400,000 and fully expect to surpass the million-dollar mark, thanks to the support and training from Robin. Thanks for exceeding my expectations!"

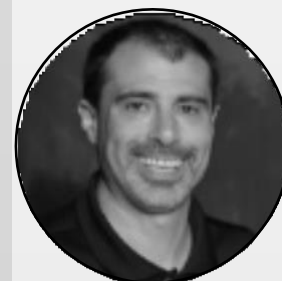


**Michael Reuben**  
*LA Computer Works*

## **Why Didn't We Do This Earlier?**

"After 25 years in business, we thought we were doing marketing right. However, in reviewing the self-assessment prior to the Rapid Implementation Workshop, we were surprised at how low we actually scored ourselves. This was incentive enough to sit back and question what we were and were not doing. As a result of the Workshop, we have cleaned up our list to ensure our marketing is reaching the proper audience and immediately implemented monthly newsletters and postcard marketing. We made significant changes to our website as well, including adding our locations to the header. Why didn't we do this before?

I still go back to the statement from Robin that has helped us the most: 'Don't be the squirrel.' Because of my active participation in the Workshop, I am confident that we have improved our own self-assessment score and have generated new opportunities to our business."



**Brian Clark**  
*CCPlus, Inc.*



**Malcolm McGee**  
CMIT Solutions of  
San Antonio

### **Total Revenue Is Up 57%, And Gross Profit Is Up 27%!**

"Although money was tight, I knew I needed to invest in learning how to market my business – and I needed to learn fast. So when I heard about Robin, I jumped in with both feet and purchased both the Toolkit and Managed Services Blueprint, an investment that has really paid off. I have begun to make better use of CRM and practice management tools based on some of Robin's recommendations and the experiences of the other partners and vendors on the Q&A/Guest calls. My results have been incredible. The year-over-year growth has been total revenue up 57%, gross profit up 27% and my total income up 26%!

However, there are other lessons that I have learned. One is that it really doesn't start with a particular letter series, postcard, website modification or Google Ad. You just have to start somewhere. You will have to test them all to see which one brings in the most clients."



**Rosebell Murigu**  
Fedcom Technology

### **I Added \$720,000 In New Revenue From One Campaign I Got From Robin!**

"I'm proof that Robin's marketing just plain works. Believe me, I was skeptical. The first time I laid my eyes on the campaigns, I thought, 'You've got to be kidding me. I'm NOT going to send this!' Now I can't even imagine that I thought that. I can honestly say I would never be where I am today in my business if it wasn't for Robin's marketing.

From just a single cyber security seminar that was 100% Robin's materials, I generated nine leads, which resulted in \$720,000 in revenue! I am now determined to figure out how I can do these every single week and improve the process. After all, if it worked that good for a newbie to marketing like me, I'm sure I can continue to improve it, the more I do."



**John Rutkowski**  
BOLDER Designs

### **I've Gone From \$1,000 In Monthly Recurring Revenue To \$30,000 In The 3 Years I Used Robin's Strategies And Marketing!**

"I took Robin's advice and transitioned all of my clients from a break-fix to a managed services model. That has been a huge success, and now, three years later, I'm up to \$30,000 in MRR with just 2.5 people, plus project work, plus hardware and software sales. Bottom line has been solid black for the last two years, and we paid off the \$100,000 in debt we had accumulated in the leaner years. I wish I could take back the years I wasn't attending events or using Robin's methods. My advice for any new member is: don't do like most people and let these strategies accumulate dust on the shelf – they really DO work. With Robin's strategies and the support of my Accountability Group, I have built a solid business and a confidence in the future success of things to come."



**Chuck Tomlinson**  
SpectrumWise, LLC

### **Over \$200,000 In NEW Managed Services Sales And Climbing**

"With the coaching, interviews and marketing templates provided in Robin's kit, I've been able to sell almost 30% of my clients onto a managed services contract – that's over \$200,000 in annual revenue! Robin's program has truly been worth the investment. The interaction with Robin and her other members from across the country has sparked many new ideas about how I can grow my business to be a well-oiled machine."

### **I Was Done With The Frustration, Chaos And Headaches – I Was Done Failing!**

"After three failed attempts to grow my business, I finally decided that I had had enough of the frustration, chaos and headaches. We were working like dogs with little to show for it at the end of the day. I was doing some marketing, but lacked the self-discipline to qualify the accounts we were talking to and bringing in. Every single day was a struggle, and I knew I needed to do something to get the marketing going and the leads coming in. So when I heard of Robin's 2-Day Rapid Implementation Workshop, I knew it was perfect!"

At the workshop, I was completely stunned. There was so much of what Robin teaches that I had completely glossed over or did just half-assed the last three times that I went through the Toolkit, and I was determined to do it right this time. After the workshop, I spent the next three months implementing what I had learned, and guess what? When you actually DO the marketing Robin gives you the WAY she tells you, it works! I made \$23,588 of NEW revenue in just those first three months after the workshop, and we're still going!"



**Frank Bravata**  
*Cyber Brigade*

### **I'm A Totally Different Person – A True LEADER That Is Confident, Happy And Humble**

"I started my company in my college dorm room over 20 years ago. At that time, my dreams were lofty, and I was certain it would be a success. Fast-forward 18 years, and I learned that sometimes dreams can become nightmares. Less than five years ago, our company finished off the year at nearly \$8 million in annual revenue. We were flying high, but I no idea how to run or lead a company. The next few years were a downward spiral with tons of debt and a rapidly declining client base. I hit rock bottom and felt like it was the end of the road.

Insert Robin. I'll never forget the day I discovered the Technology Marketing Toolkit. After quickly purchasing the Toolkit and becoming an Apprentice member, I booked our trip for our first Boot Camp. While there, we were in awe of how many companies from around the globe were there and how Robin was guiding them all to success.

We spent the next six months after Boot Camp to get our house in order. We literally needed to overhaul every single part of the marketing in our business. By the end of the year, we had our "Robin-ized" website in place, new employees on board and we were finally ready to start adding back new business. We were implementing the Toolkit, and it was a miracle! Leads! LEADS CAME IN! In just one year of doing Robin's marketing and being in her mastermind group, the Producers Club, we added over \$1 MILLION in NEW revenue! I'm a totally different person. I've grown, matured and learned how to be a true leader in no small part due to being part of the Technology LIFE Toolkit," and that personal growth has had a major positive impact on my company."



**Jason Silvergate**  
*Continuous Networks, LLC*

### **We Added Over \$330,000 In NEW Recurring Revenue And Finally Broke Through The \$1 Million Mark!**

"Before working with Robin, we didn't have a sales process in place and had never implemented any marketing campaigns. But in the last 10 months of using her marketing, we've secured over \$330,000 in new MRR clients and have finally broken through the \$1 million ceiling to end this year with \$1.4 million in sales. Best of all, profits are up and we've saved over \$50,000 in our rainy-day fund, so worrying about payroll is definitely a thing of the past! BOOM-SHOCKA-locka!"



**Stephen Taylor**  
*LeadingIT*





**Kevin Gray**  
EnvisionIT Solutions

## **We Went From ZERO Marketing Systems Or Campaigns In Place to Generating \$770,400 In Brand New Sales From Three Campaigns!**

"EnvisionIT Solutions started out like so many IT firms — as a 'one-man show.' In the beginning, we were growing solely by word-of-mouth marketing to the tune of 35% year-over-year. But as that percentage started to stall, I knew we needed to implement a marketing system.

Robin talked about creating 'Marketing Oil Wells' in your business. I took that to heart and knew we must get systems in place to create the leads we need. We focused on direct mail, Google AdWords and LinkedIn, along with our newsletter and referral programs.

With these Oil Wells, we added five new clients totaling \$6,000 in monthly recurring revenue from direct mail, seven new clients totaling \$6,560 in MRR from Google AdWords and LinkedIn, and six new clients totaling \$8,840 per month through newsletters and referrals. That's a grand total of \$21,400 per month in brand-new monthly recurring revenue, which represents \$770,400 in sales over the life of our contracts!

It's comforting to know that we no longer have to rely on just referrals to grow our business. We still get them (and love them all), but over the last 18 months, we have also developed these Oil Wells that systematically pump new life into our business on an ongoing and consistent basis. We are busier than ever!"

## **Robin's Marketing Strategies Helped Us Increase Monthly Recurring Revenue by 81% In just 9 Months, Despite The Many Challenges We Faced**

"Tim, a healthy 41-year-old, the owner and lead computer engineer of Holston IT, was suddenly and completely unavailable. In the wee hours of December 5th, 2011, Dr. Ben Scharfstein, who had just performed emergency surgery, gave us his summary statement: "Now I've seen a lot of miracles, but I just need to be straight with you. He's probably not going to make it." Five things helped us through this crisis:

- 1. Our faith in God.** We knew that God had a plan, for our good and His glory. We weren't holding onto our faith; our faith was holding onto us.
- 2. Family and friends.** We were shocked and humbled by the outpouring of generosity toward us. We'll spend the rest of our lives "paying it forward."
- 3. A great team.** Extreme commitment from Andy and Logan, and plain hard work from everyone on our team, led one client to say that his support from Holston IT was "seamless" during Tim's absence. That is amazing.
- 4. Disability Insurance.** If you don't have this, you're nuts. Call your financial advisor today. This is not a cost, it's an investment that takes certain risks off the table. Our company could not have survived Tim's absence without this support.
- 5. Robin's Marketing Strategies.** We had been fans of Robin Robins for years, but not until after this crisis did we commit to joining her coaching group. We knew that aligning ourselves alongside 300 of the world's most successful IT business owners would pay off. Wow, were we right.

Right away, I saw that I had a lot of head trash to clear out. I had such a negative perception of who a salesman is — and of course I didn't want to become that! But I didn't have to. I learned the key: When meeting with a potential client, I needed to focus on questions like "How can we best serve you? How can the skillset of our technical team help you achieve your business goals?"

As I focused on those questions, I realized that we had to shift our focus away from "break/fix" work toward monthly proactive service. Following Robin's recipe, in just 9 months I grew the total of our monthly contracts from \$3700 to \$6700. Such contracts create happier clients — because now we are catching and fixing little problems before they become big problems which disrupt business flow. Thank you, Robin! Your guidance helped us steer our ship through this storm!"



**Alison Meredith**  
Holston IT

## **Just Two Of Robin's Strategies Have Added More Than \$12,000 In MRR To Our Business. For Every \$14.85 We Spend On Marketing, We're Bringing In \$66 In Revenue. Thanks Robin!**

"My company, NeoLore Networks, Inc. has been in business 14 years here. We've grown from a startup business to doing \$2 million in revenue with 12 employees. We purchased the Toolkit because growth was flat; we had no marketing systems, no consistency in our sales funnel and no plan for how we were going to fuel MRR.

It took me a while to crack the Toolkit open, but once I did, it took me less than a year to decide to join the Producers Club. After hitting the glass ceiling at \$70,000 of MRR, I decided to focus on two main initiatives in my marketing to try and break through one was Google AdWords the second was the Bad Date sales letter campaign. These two marketing campaigns alone have propelled my business forward to marketing success.

I kept on hearing about the "Bad Date" letter since I had purchased the Toolkit. Finally, I got over my misgivings and put the exact content into a design that I was comfortable sending. We got a 2% response rate out of the 1,265 prospects that we targeted.

We have worked hard to systematize this campaign and we continue to plan new mailings each month to new lists. From this one campaign, we have also built a strong verified list of 346 names that we can continue to market to. We plan on following the same approach to the Bad Date campaign with the 3 phases and phone calls in between.

The results of this campaign so far have netted us over \$12,000 per month in new MRR (that's \$432,000 in total contract value, based on 3-year contracts). This campaign, along with the Google AdWords leads, has kept our funnel full for the last year. We have more leads than we have ever had before in our business. For every \$14.85 in marketing costs, we are now bringing in over \$66 in revenue, based on the first year of sales alone. These results have turned me from a skeptic to a believer. We now have a very successful "Marketing Oil Well" that consistently brings in qualified leads, resuscitating our growth and allowing me to spend more time in growing the company rather than being the technician. Not only do I feel rejuvenated and re-energized, but the staff can sense the excitement of our growth, which further inspires them. Thank you, Robin!"



**Jim Stackhouse**  
*NeoLore Networks Inc.*

## **One Marketing Strategy Allowed Me To Fire Over 1,000 Of My Clients And Simultaneously Increase My Profitability by 520%!**

"After hearing Mike Michalowicz speak at Robin's Boot Camp, I knew, without a doubt, that I needed to 'Pumpkin Plan' my business – and therefore eliminate the unprofitable clients to focus on the profitable ones. After 12 years in business, I had 1,235 clients in my accounting system. My team and I graded every client on Mike's factor and some surprising results unfolded.

The exercise revealed that our clients followed the 80/20 rule, which showed that 20% of our clients were generating 88% of our total revenue!

Of the 61 clients we identified as 'A' clients, we focused on giving them more time, attention and 'love.' By reducing the 'noise' from the clients that we terminated, our service delivery improved. Now our goal is to duplicate these clients and get more of them!

We finished by terminating over 1,000 clients that we had in our accounting system, and in turn, increased our profitability by 520% over last year, and our margins are 11.4 points higher than they were in the past!"



**Ryan Giles**  
*AGJ Systems  
& Networks*



**Tom Lambotte**  
*GlobalMac IT*

### **I Went From A Break-Fix Company Working Out Of My Home To Being On Track And With A Plan To Grow Into A Profitable, \$10-Million-A-Year MSP Business**

"I started GlobalMac IT in 2007, doing solo consulting, just helping out people with their Macs in their homes — and life was good. I had been running my company by the "we have a lot of money coming in so we're good" financial system, which was not smart.

That all changed in 2011, when I was first introduced to the concept of managed services. This is where I had my big "aha" moment, and I dove headfirst into learning everything I could about managed services and what it would take to convert my business to this model.

With some ups and downs along the way, and a lot of number crunching, I determined 70% of my revenue was coming from 20% of my clients, the majority of which were attorneys. We decided to focus on that vertical, and haven't looked back since!

The past 12 months have been a long and consistent process of slowly turning the ship around. In the first three months, we plugged the holes and went from losing thousands of dollars a month to just breaking even. Six months later, we hit 18% profitability, then 23% two months after that. We've been able to grow to over \$40,000 in monthly recurring revenue for a total of 167% growth over one year!"



**Kayla Wilbers**  
*Huber & Associates*

### **One Campaign Generated Over \$21,000 In Revenue, While Only Costing Me \$36 To Execute!**

"After returning from Robin's Marketing Managers' Training Seminar, I decided to run a campaign to promote our BDR solution to our existing managed services clients. I used letters, videos and emails to present our BDR solution to our clients who already knew us and were familiar with our managed service business but were not BDR clients. The response was great! I had a 34 percent response rate to the marketing, a 36 percent close rate by our sales team and spent \$36 in total executing this campaign. The campaign secured more than \$21,000 in BDR sales, which the company could have missed completely!

I am glad we found Robin, her expertise, her team and the networking opportunities with the other Producers Club members. It has motivated me and allowed me to help Huber & Associates become a successful managed service business."



**Lauren Groff**  
*Groff Networks*

### **Implementing A Streamlined Telemarketing System Has Allowed Me To Add \$16,000 In New Monthly Recurring Revenue To My Business Over The Past 12 Months!**

"I started my business as a 'one man band' in 2005. I was the typical tech-turned-business-owner with an entrepreneurial urge to go out on my own. Therefore, I was a tech guy... not a marketing guy and certainly not a sales guy. I decided to pick one thing and focus on implementing it really well instead of dabbling in everything. That one thing was telemarketing, and it turned out to be an excellent decision that has kept my sales pipeline full over the last two years.

I have learned quite a few hard lessons along the way, but my efforts are finally paying off. By getting this process in place, I have added \$16,000 in new monthly recurring revenue over the last 12 months. I'm not done building my marketing systems in my business, but through my work with Robin, I have developed at least one of my 'marketing oil wells,' and I will continue to build more in the months and years to come."

## **Thanks To Consistent Marketing And Great Vendor Support, Our Backup And Disaster Recovery Revenue Is Up 30% This Year!**

"As a long-term client of Robin's and a 15-year MSP veteran who has been through a massive learning curve about marketing, I've learned the most successful strategy has been using education-based marketing. By using the strategies Robin teaches like seminars, self-published books, articles and more, I am able to properly educate my customers on the importance of having a backup and disaster recovery plan in place.

Consistently marketing our message through these methods has allowed us to grow our Backup & Disaster Recovery revenue over 30% this year, and we're poised to do even more! I am proud to have been named BDR Industry Ambassador and Intronis Spokesperson for these efforts.

A lot of our success is contributed to our great partner relationships with Robin Robins and Intronis. Having a consistent sales and marketing funnel and the solid technology in place to back it up, have allowed us to soar in profits and confidence."



**MJ Shoer**  
*Jenaly  
Technology Group*

## **In One Year We Generated Over \$231,000 In NEW Business, While Only Investing \$16,886 In Marketing - That's Over a 1,300% Return On Investment**

I started InnoTek in 1999 with the mission of helping business owners run their businesses more effectively, efficiently, and profitably. Every year I was growing InnoTek and we were good at what we did. Ironically, InnoTek was able to accomplish the goal of efficiency and profitability for our clients, but I was not able to do this for InnoTek.

After years of struggling I decided this needed to change so I began a mission to save my business, improve my quality of life and create success, with a focus on efficiency and profitability for InnoTek.

This all started when I found Robin and enrolled in her programs. She taught me that an entrepreneur needs structure, support groups and real training in order to run and grow a successful business. Her leadership, direction, and of course, marketing paid off big for InnoTek. In one year, we generated over \$231,000 in NEW business while investing \$16,886 in marketing efforts. That's over a 1,300% return on our investment. My mission was accomplished...we made InnoTek efficient and profitable and continue to do so."



**Fred Reck**  
*InnoTek*

## **Prospects Now Approach ME And Customers Think Of Me As Their Trusted Technology Advisor; Not Just Some IT Guy**

"Before working with Robin, Jeff, and the Producers Club, my business was only growing through referrals and networking. Unfortunately the referrals and new clients I was getting were not my target. They were break/fix, low profit and generally clients that didn't "get it." They mostly viewed me as just another tech guy. I really struggled to differentiate myself and attract quality prospects.

Now that I have learned Robin's marketing systems and implemented her campaigns, I have positioned myself as a Trusted Technology Advisor in my community. By differentiating myself through marketing, I now have people I want as clients coming up to me at Chamber events, handing me their business card and asking me to call them. People recognize me and see me as a trusted advisor rather than just another IT guy. This positioning has made a huge difference in the success of my business."



**David Carattini**  
*Arizona Tech  
Works, Inc.*





**Larry Kahm**

*Heliotropic Systems, Inc.*

**During The First Year Since Implementing Robin's Campaigns, I Obtained 10 New Clients, Reactivated 4 Former Clients, And Signed Up 17 Managed Services Clients**

"Like a lot of Robin's clients, I bought the Toolkit, but didn't actually crack it open until much later. I was looking for that quick-fix to get me going. What I have learned is that it's not about a "shot in the arm," but it's all about following the recipe, staying the course, and going through the process.

With Robin's help, I have implemented multiple campaigns, all resulting in huge gains for me and my company. I have obtained 10 new clients, reactivated 4 former clients who were in the "gone or forgotten" category, and recently launched my monthly managed services offering; signing up 17 clients.

One thing for sure is that this is all a constant learning experience. Most of all, I know that with Robin's outlines and my own initiative and style I'll be able to take my company into the rest of this decade with the knowledge that growth is inevitable, that having a successful business is based on how my clients appreciate the work I do on their behalf, and how satisfied they are with the results."



**Courtney Kaufman**

*Accent Computer Solutions*

**One Campaign We Sent Generated \$160,163 In New Sales, And Another Referral Campaign Helped Us Land 387 Referrals, \$78,000 In MRR And We're Still Closing Deals!**

"Before Robin, we had no formal marketing strategy or plan and we did not have a steady stream of new marketing leads coming in. We did a lot of marketing - Lunch & Learns, advertising, direct mail pieces, and newsletters - but it was not consistent and we weren't getting the results that we desired.

Once we found Robin, we realized there are strategies that, when mixed with hard work and dedication, work amazingly well and deliver results. In fact, this year we used Robin's strategies to conduct our most successful event EVER!

Robin has positively impacted our business by helping the company create a marketing engine. We now have a marketing plan and a steady stream of new leads coming in!"



**Dan Tomaszewski**

*Bulldog IT*

**Revenues Up \$706,602, Monthly Recurring Revenue Up 154%, Profit Increased 10X From 2016 to 2017**

"In just 3 years, we've gone from a 2-man operation, with no customers, working out of another company's closet to a 10-man operation in our own office, with revenues of over \$1.5 million in 2017 and with current contracts are projected to eclipse the \$2.5 million mark this year!"



**Ted Shafran**

*Connectability*

**Revenues Up 92%, Monthly Recurring Revenues Up 90%, Profit Up 655%**

"After shrinking from over \$1 million in sales per year just 10 years ago to only \$350,000 in sales in 2016, I had to dip into my retirement savings just to pay the bills. Something had to change. I'm pleased and proud to say that today, thanks to TMT, my Accountability Group and a lot of hard work, our sales nearly doubled last year and our profits are up eight-fold!"

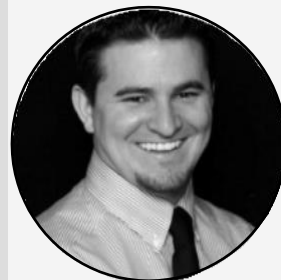
## **Prospects Now Approach ME And Customers Think Of Me As Their Trusted Technology Advisor; Not Just Some IT Guy**

"After much planning and a very small investment from my father, we opened AbovePoint Technologies in February 2011 with zero clients and zero revenue. Plus, I had a one-year-old baby to feed.

We bought the Technology Marketing Toolkit and didn't just follow the plan; we built our business around it from the get-go. We grasped the fact that great marketing is only smoke and mirrors if the company that stands behind it can't back up what they claim. With each campaign came new clients and lessons learned, revealing areas we could improve. With continued marketing and ongoing improvements in service, delivery and internal processes, the clients started pouring in.

Swamped doesn't even begin to describe it. The marketing was working and we were adding clients, projects and contracts left and right. We had to learn to work smarter...not harder. Eight months in, we were already hiring our first full-time tech and had hit almost \$200,000 in revenue! We joined the Producers Club and applied the lessons from there to finish the year at just under \$400,000 in revenue.

Fast-forward to today...we are on track to do almost \$800,000 this year, with a 3-5 year goal of \$3-\$5 million! To make this happen, we will continue to use the resources in our Producers Club Accountability Group, as well as the awesome coaching from Robin, Jeff and the team. Not only did we build a strong foundation from the Toolkit program, but we will continue to grow our R.E.A.L. business and refine our processes to reach our lofty goals and beyond!"



**Alex Morrow**  
*AbovePoint  
Technologies*

## **We Went From Selling Break-Fix Services To Over \$19,237 Per Month In Profitable, Managed Contracts. By May Of This Year, We Had Already Generated MORE Revenue Than We Did In All Of Last Year.**

"We started Spectrum Technology Solutions in April of 2009 and ran it part-time for a few months until a friend of mine who ran a small IT support company as well happily gave me his 10 break/fix clients after he decided to move away from Phoenix. At first we thought this would be my ticket to build some quick monthly revenue, but soon learned there was a reason why he was so willing to give away his clients. They were demanding, cheap and had zero interest in managed services.

We were making money, but just enough to pay the bills and we knew we needed better marketing to attract a higher-quality of client. Fortunately a Google search led us to Robin and her marketing materials. We dove in and invested in the Technology Marketing

Toolkit and ultimately the Producers Club. After a few starts and stops, we have finally built up our marketing engine to include newsletters, direct mail campaigns, free reports, and canvassing. Each time we do another campaign, the results are incredible. By May we already had more YTD revenue than we had all of last year and we are on track to grow our total revenue by 120% this year. Our MRR has already increased by 75% YTD and will likely more than double by the end of this year.

In the beginning, it took some time to get started and get on track. I would tell anyone who is at this point to just get moving. An object at rest stays at rest. An object in motion continues to stay in motion. Make the choice to be the object that propels your business towards growth and profit. Get the momentum started with canvassing, newsletters, and make a commitment to cultivate the relationship that you have with your existing clients to build trust (and wow them) so that they will refer their friends. We are so thankful we have learned this and now know how to market our business successfully!



**Wayne & Gloria Klug**  
*Spectrum Technology  
Solutions*



**Mat Zoglio**  
*Zog, Inc.*

### **From Marketing Newbies To \$21,528.60 In MRR Plus A Pipeline Of 33 New Opportunities— All In Just 90 Days!**

"Most IT business owners unsuccessfully "dabble" in marketing. They send out a sales letter or postcard, get little or no results and then swear off direct mail. Later, they might test their luck with an ad in a trade publication or newspaper. Again, no results. Then they're on to the next "shiny object" everyone is talking about... only to test it once and throw it away when the phones don't ring. This was us...until we found Robin!

During the first 90 days of following Robin's methodology and advice, we got 194 new leads and added \$21,528.60. When all is said and done, those new contracts will equal \$883,029.60 over 36 months! In addition, we've filled our pipeline with 33 opportunities that could produce an additional \$38,699 in MRR!

A piece of advice from one IT guy to another... When it comes to Robin's programs, take the leap and the net will appear. At first it really seems overwhelming, but once you dig in, suddenly your eyes open to things you never knew you could accomplish."



**Don Sofolo**  
*Outsourced Solutions  
Group, Inc.*

### **Since I Started Working With Robin My Gross Sales Are Up 37% And My Gross Profit Is Up 60%**

"Before working with Robin, we were a successful company, but mostly through a combination of referrals and providing excellent support services. But, like many of our peers, we had no proactive marketing plan — and if we lost one or two big customers I was certain it would devastate our bottom line profitability. I knew I needed a marketing plan for my business so I bought Robin's Toolkit and very quickly thereafter signed up for her Mastermind program — a decision that has really paid off.

At first, I made the mistake of thinking the Toolkit was a "magic bullet" that would solve all my problems simply because I purchased it. Three years later I understood that it takes time and additional effort to implement a marketing "system" consisting of multiple activities. Once we really started running simultaneous, diverse campaigns, we grew sales by 37% and our profits increased to 60%.

Even though Robin says this all the time, it didn't sink in right away. It's not just about direct mail, it's about a combination of direct mail, your website, the newsletter, networking, and telemarketing all working synergistically to get your name recognized by your prospects and get a response. I can tell this year we've finally started firing on all cylinders, and now we really know what brings in the most sales, which is allowing us to refine our efforts and get better results."



**David Luft**  
*LDD Consulting, Inc.*

### **I Gained Clarity And Confidence To Start Marketing**

"Thank you to Team Robin for pushing me to finally implement. Just in the past week, I've gotten four referrals and website leads. My confidence level has soared! You encouraged me to do the things I knew I needed to do but was procrastinating on. This program is priceless. I have not second guessed my decision for even a moment. No buyer's remorse at all."



# “I’m just a one-man band; will your program work for me?”

We hear this a lot from solo MSPs and small/start-up IT services businesses: “I can’t implement a marketing plan because I’m too small.” Or they’ll say, “Your program looks like it’s designed for bigger companies that have a staff, and right now it’s just me.”

Truth is, the MOST important time for you to work on your marketing strategy is when you’re SMALL and getting started. That’s when you need to be strategic about picking the right target market, developing and choosing your USP (unique selling proposition), your strategic position in the marketplace, your business model and the services you are offering. ALL of this IS a function of marketing and it’s what our program gives you a process for.

Over half of our clients are small one-man bands or micro-companies with under five employees. The following case studies are all from these kinds of budding entrepreneurs who used our program to build a rock-solid foundation and strategy to build on with CONFIDENCE.

Additionally, we’ve already done most of the heavy lifting for you by creating high-converting marketing templates that save you tons of time – which is critical for you, given your lack of manpower and resources. Even better, they’re designed to convert prospects to quality leads, sales and ongoing revenue. Suddenly you’re doing REAL marketing (and making MORE money). After all, if YOU don’t invest in growing your business, who will?

So the answer is YES, a one-man band or a start-up CAN do marketing, SHOULD do marketing and absolutely can benefit and succeed with our program. Just look how these clients did...







**Aaron Zimmerman**  
*TotalCare IT*

## **How Did I Grow My One-Man IT Business From \$170,000 To Just Over \$1 MILLION In A Small, Rural Area? Robin's Training And Accountability!**

"I started my managed IT services business in Idaho Falls, Idaho, on the side a few years ago while continuing to work for a large corporation as a field engineer. While working every day, I spent all of my "free" time after hours and on weekends building my business and used all my vacation time, hotel points and airline mileage to travel back and forth to Nashville for training with Robin.

Before Robin, I knew next to nothing about marketing and selling, so I had to learn to let go of a lot of preconceived notions I had about what 'good' marketing was and trust in her and the systems she's given me. But now I have a solid, profitable, growing business with clients who are loyal AND profitable.

Through Robin, I quickly learned that predictable recurring revenue delivers predictable growth. I started with about \$2K in managed recurring revenue and now have over \$60K in MRR and growing! Today, we are projected to close just over \$1 million. Plus, we now have six employees with two job openings we hope to fill soon.

Robin's teachings have brought a lot more than just marketing and sales training. We've received comprehensive training about core systems and processes within our business, KPIs, branding, as well as working within a community of peers who hold us accountable. My Accountability Groups have been some of the best friends I have made in years. Those relationships are strong and extremely meaningful.

In addition, I've gained significant self-confidence in the past five years. Now I know exactly what to promise my customers, and I can pick and choose who I wish to work with! Life is good and is getting better every day."



**Tom Andrulis**  
*Intelligent Technical Solutions*

## **We Grew From A Solo Tech To \$3.9 Million In 12 MONTHS! Today, We've Doubled Our Size To \$8 Million And 72 Employees!**

"Intelligent Technical Solutions was born after I lost my job at a local video game development company. For the first few years, I drove all over the city working out of my car. Not knowing anything about sales and marketing, I spent a lot of time scraping the bottom of the barrel for leads, attending early-morning lead group meetings (barely awake) and waiting for referrals to fall out of the sky.

About three or four years in, I had a couple of bad years back-to-back. I maxed out my credit cards and was down to my last \$20,000. That's when I realized I needed a sound marketing plan as well as predictable, recurring revenue.

Finding Robin Robins was one of my first steps toward running a real company. Listening to her monthly interview series enlightened me on various parts of my business and running her direct mail campaigns literally saved my butt when the going got tough. I was always looking for the 'super-secret' campaign that made money rain from the sky. While I did eventually find some amazing campaigns, I spent the first few years of my membership mentally denying the fact that I needed to get a list of leads, clean them up and send things to them on a regular basis. Once I accepted that fact, we got to work on cleaning our list, sending out campaigns, hiring salespeople, and, before I knew it, our company grew from \$1.7 million to \$3.9 million in 12 months!

Today, about five years later, I'm proud to have fully staffed offices in multiple cities, including Las Vegas, Phoenix, Orange County, Los Angeles and Manila. We begin every month with \$455,000 in MRR, and we've grown to 72 employees and \$8+ million in revenue.

All the peer groups I belong to are good. However, I don't know of another group of IT business owners who are as dedicated and capable as Robin's Producers Club. These are the 'Who's Who' of MSPs, yet they eagerly share their best ideas among each other to continually improve."

## **From A One-Man IT Business Working Out Of A Bedroom To An On-Target Goal Of \$1.1 Million – Thanks To Robin!**

“When I started Trinity Networkx, I was working out of my spare bedroom with a picnic table as my desk, while the closet became my server room. By taking any business I could get – break-fix, projects, anything – I brought in \$100,000 in business my first year. But since it was just myself in the business, work consumed my life and I barely slept.

I didn’t have a marketing plan, and all of my clients were obtained through ‘word-of-mouth.’ This worked great for a while, and I thought I was doing the right thing to build the business. But as time went on, I realized that relying solely on word-of-mouth advertising would not deliver the strong, continuous growth I needed, nor was it a good way to get the high-profile clients I wanted.

I made a personal goal for myself when I started using this program: to personally remove myself 100% from the IT side of my business within five years. Today, I’m proud to say I’m probably 99% there! Now I have more time than ever before. I sleep like a baby, vacation when I want and I’m even pursuing my PhD! That could have NEVER happened before Robin’s influence.

Looking at my business before this program, I felt like I was drowning. I was a floundering \$100,000-per-year, one-man band just scratching to get by, relying solely on sporadic referrals that came in to keep me afloat. Thanks to Robin, I’m on pace to eclipse \$1.1 million this year, and 68% of my income is from predictable managed recurring revenue agreements. Today, I have three full-time employees and two part-time contractors.

They say it’s lonely at the top. Another benefit I receive is camaraderie and accountability that makes it less lonely here. Talking with peers and comparing business concerns provides more than business growth, it provides personal growth. Today, I pay myself a consistent salary instead of grabbing money out of the business bank account when I need some. Now I have a R.E.A.L. business!”



**Lance Reichenberger**  
*Trinity Networkx*

## **I Had ZERO Business, ZERO Referrals And ZERO Revenue. This Year, I Have 6 Zeros As My Revenue Hits \$1,000,000!**

“Three years ago, I was charged with starting a new MSP business from scratch in a brand-new market with no employees. I couldn’t count on ANY referrals. Yet somehow, I had to figure out a plan to generate enough revenue to rebuild my income and support my family of six.

The first year was really difficult. But even though I was starting with nothing, I did have two distinct advantages that gave me great confidence: 1) Robin’s proven sales and marketing plan that continuously puts my business in front of my prospects and clients, and 2) her team of mentors and peers in the IT industry who gave me the feedback and accountability that pushed me to grow.

From day one, I hired a marketing assistant to help me out. From my mother-in-law’s sewing room, we began running campaigns, qualifying leads and cleaning lists. I built a referral base, performed webinars and seminars, and attended every networking event I could find. It took nearly three years for things to take off, but once they did, we experienced about 200% growth over the previous year and a significant increase in monthly recurring revenue.

Today, just three years after starting from zero, my IT business is on pace to hit the million-dollar mark. With the support and resources of the Producers Club, coupled with a determined mind-set, I’ve gone from feeling the pressure of being my family’s sole provider to building a business that will soon run day-to-day without me while I spend time with my family.”



**Chris Traxler**  
*Cirrus Technologies*

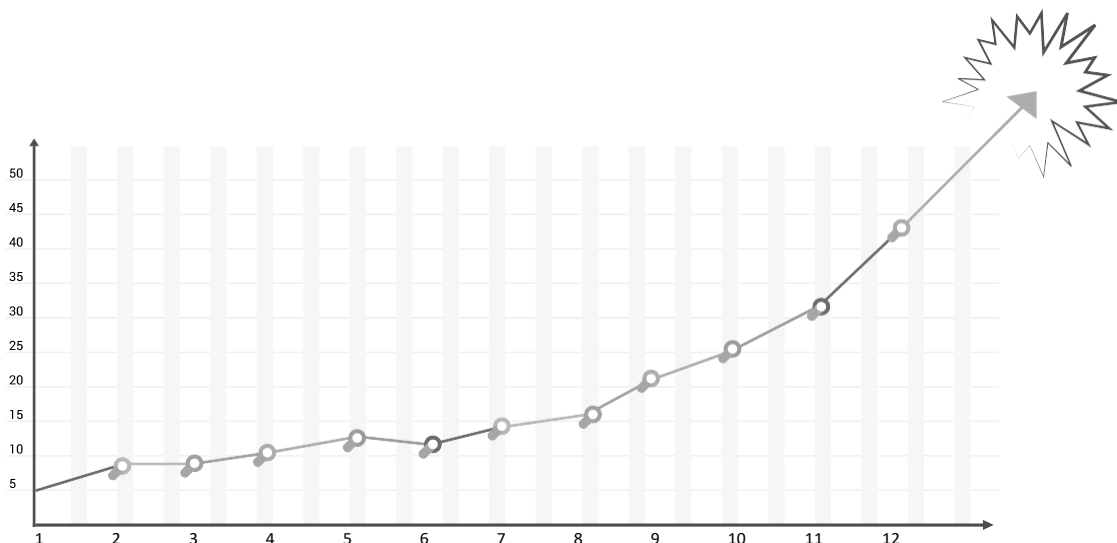


# “I’m an established MSP/IT services firm doing several million in sales; will your program work for me?”

Is there a CEILING on sales growth and success? Do you honestly think you have maximized every opportunity? Left no stone unturned for client acquisition, securing referrals, closing sales and building your client base? I’ve YET to meet a multimillion-dollar MSP who can truthfully say “yes” to that...especially the smart, ambitious ones. They know they are lacking a marketing system BUT have a good foundation to build on, which makes them perfect candidates for our program.

The fact that you already HAVE an established book of clients and HAVE a staff who can assist in the implementation and are not starting from ground zero means you can INSTANTLY apply the methods, campaigns and strategies to see results FAST.

Many of our success stories are from clients who are \$5 million to \$10 million or more. Just read these stories from clients who are larger, more established MSPs and IT services companies to see how it worked for them.



## **Using A Combination Of Robin's Marketing Strategies, We've Enjoyed Consistent Growth – From A Few Hundred Thousand In Revenue To \$5 Million Today!**

"When I first started my business, I was always looking for that one marketing 'magic bullet' I could use to repeatedly get new customers. What I have come to learn is that there is no single 'magic bullet' when it comes to being successful using marketing. Over the years, through much trial and error, I have discovered it takes multiple activities, working together consistently toward specific goals and then measuring the results.

Before discovering Robin's program, my IT business was doing a few hundred thousand annually. We had just a few employees. Yet, even back then, marketing was always priority one. However, if you want to grow faster, you need GREAT marketing. That's the difference Robin's program provides.

Robin and her team bring so much more than just marketing. It's EVERYTHING you need to grow your IT business, including sales strategies, operations ideas, productivity secrets and, perhaps most important, accountability. Once you have a community of peers who provide incredible feedback and motivation, and hold your feet to the fire, you're forced to grow.

Using a consistent combination of Robin's campaigns – canvassing office buildings, attending key business trade shows, networking, joint ventures, webinars, seminars, organic SEO, a monthly newsletter and Google AdWords – my business has surpassed one million-dollar milestone after another: from \$1 million to \$3 million and to \$5 million today!"



**Scott Spiro**  
*SugarShot*

## **Using Robin's Marketing, We've Increased Our Monthly Recurring Revenue By 6X – From \$21,541 To \$140,000 – AFTER Firing 13 Low-Profit Clients**

"While my background is in sales, my own marketing brought in too few leads to apply my sales skills. I needed a proven marketing system, and Robin's program appeared to be the best. Yes, I was worried about investing money into the Toolkit. Would it pay off? Would there be a lot of work and little reward? However, I had read about others' success with Robin's program, and I knew I needed some focus and clear processes I could use over and over to get more sales.

After watching Robin explain her methods, it became clear that this does not have to be complicated. You just need the right marketing message and to get it in front of the right people. Because we presented our company more as a complete package rather than a piecemeal solution, we were able to attract many more clients. Not only is our profitability up dramatically, our entire team is a LOT happier now that we're delivering our services to clients who genuinely appreciate us and don't beat us up on price.

Before working with Robin, we were only generating \$21,541 in monthly recurring revenue. One year later, we were up to \$62,720 in monthly recurring revenue. This is AFTER firing 13 low-profit clients. Just three short years later, we've grown our MRR to \$140,000!

One of the best things that has come out of my membership is the Accountability Group I joined. They inspire me to push harder and to be extremely thorough, and we all use Robin's processes and strategies in unique ways."



**Joanna Sobran**  
*MXOtech*





**Mark Elliott**  
*3i International*

### **After Losing A \$400,000-A-Month Client, We Increased Net Profits By 2,968% In One Year, On Our Way To \$9.5 Million Today!**

"I built my IT business on telemarketing. It worked great for a while, but when the competitive landscape shifted, business through telemarketing dried up. To make matters worse, our largest client, who we counted on for \$400K a month in revenue, filed Chapter 11 bankruptcy. Most businesses would have shut their doors.

Not us! I took action by flying to Tennessee for Robin's 2-Day Rapid Implementation Workshop and joining Producers Club shortly after. Because marketing was a whole new world to me, I took five weeks off to REALLY understand how Robin's program could impact my business. My first marketing actions were WINS. I immediately implemented a referral program and got incredible results from it. In fact, the first time we dropped direct mail on a cold list, we picked up \$300K in business from a new health-care client. Marketing works!

Through Robin's sound sales strategies, we also learned how to close more managed services opportunities. Then we jumped into direct response campaigns. Today, we send out 1,000+ pieces of direct mail and always follow up with telemarketing.

Before Robin, we were a jack-of-all-trades. We serviced anyone who could write a check. I'll never forget Robin's lesson about specialization. She asked, 'Who makes more money: a general practitioner or a surgeon?' The surgeon, of course, because it's a specialty. As a result, all of our business is in one lucrative vertical: health-care businesses focused on compliance.

Thanks to implementing Robin's marketing and introducing her sales strategies throughout 3i, we have quickly replaced our previously lost revenue. In fact, I can confidently attribute \$1 million in new hardware sales gross profit and \$2,951,000 in contracts to Robin's program!"



**Mike Moran**  
*Affiliated Resource Group*

### **Our Multimillion-Dollar IT Business Has Enjoyed Growth Of Over 15% Per Year Since We Started With The Program!**

"I can honestly say that integrating Robin's content and campaigns with Infusionsoft is a marketer's and salesperson's dream and a great win for any IT business. As a result of incorporating her strategies, we have experienced 15%+ growth in our managed services EVERY year since we started with the program. Not only have we grown our Office 365 business, we've successfully driven more business through better sales management.

I highly recommend Robin's sales and marketing program to any IT business that has eclipsed the \$5 million mark. Even beyond her proven marketing campaigns, Robin is very helpful at reestablishing your mind-set toward what you are truly capable of achieving. This mind-set shift becomes the foundation that makes aggressive goals a reality."

## **We Didn't Even Know What Managed Services Was ... Now We're over \$4 Million!**

"The questions I get asked when potential members call me for a reference are 'Does this really work?' and 'What do you get out of being in Robin's program?'"

I joined the Producers Club in 2008 and have never looked back. When I started, we were doing around \$600K and we grew to over \$4 million. I have implemented massive amounts of marketing campaigns, from direct mail, book writing, e-mail and cross-sell campaigns to referral programs. To answer the question "Does this really work?" YES, this Sh!T works. (As long as you get off your BUTT and do it.) I have cash in the bank and a Mercedes I won from Robin to prove it.

Being a Producers Club member has allowed me the opportunity to meet amazing celebrity speakers and business leaders. I will never forget having dinner with and sitting next to Lou Ferrigno, the Incredible Hulk, my childhood hero. I have incredible friends in my Accountability Group who are always at the ready to help and support me.

But the question you should be asking is... 'How has Robin changed my life?'

Robin has given me the gift of a lifetime. It's the gift of knowledge and learning. I have always been interested in achievement and growth, but before I met Robin I had no idea what that actually looked like. I would be hard-pressed to say that I used to read two books a year. Now I read five or more a month. I want to read and learn everything I can. Here's the strange part: the more I learn, the more I want to learn.

Meeting Robin and joining her program is not only the BEST business decision I have made but is also one of the best personal decisions I have ever made. I don't think my company would be as large as it is without Robin. I would not have the support from my PC friends without Robin. My net worth and bank accounts would not be as abundant without Robin.

So, it's not just the marketing information, the business ideas, the speakers, the vendors and the friends. It is all of it together. But most importantly it's Robin. It's learning from her growth and her boldness. It's reading the newsletter rants and not feeling alone in the sea of BS that she calls out. It has been a joy and honor to know Robin and have her in my life.

Going to Nashville gives me a burst of energy to plow through the 'flaming turds' life throws my way so I can continue to be great and make a difference for others the way Robin has made a difference for me."



**Tom Malesic**  
*EZSolution*

## **You're Crazy If You Are A Larger MSP And Don't Become Part Of This (Robin's) Group**

"In our business, we focus on two main areas: the MSP business and Enterprise Solutions for larger accounts. Robin's material works great for the SMB marketplace AND the enterprise accounts with a little bit of tweaking. Working with Robin has taught us a whole new thought process on how to market, and now we come up with many of our own creative ideas based on her proven techniques. Bottom line is you are crazy if you are a larger MSP and don't become part of this group. In reality, it will not cost you a dime because you will find something that will make you more money in sales or save you a tremendous amount of time creating on your own. I know I personally will always be a part of Robin's group."



**Tim Steinhour**  
*Premier Technologies,  
Inc. and E-Safe  
Technologies, LLC*



**Tim Norman**

*STL Technology Partners*

### **After We Lost One Customer That Accounted For 90% Of Our Business, Robin Helped Us Grow From \$1 Million To \$3 Million With 98% Recurring Revenue!**

"Before discovering this program, our business was a data center that is a revenue replacement model. At the time, 90% of our revenue came from just one client. While we were bringing in \$1 million a year in project-based hardware, NONE of it was recurring revenue. Yes, it was a ticking time bomb.

Adopting Robin's marketing strategies and proven business advice enabled us to transform our business model so 98% of our revenue was recurring every month. Now we invoice our customers on the 15th, and our coffers are filled the first day of every month. In about two to three months, we will be increasing our recurring revenue to about \$250,000 a month, putting us on track for \$3 million this year.

Not to overuse an overused cliché, but I don't think size really matters when it comes to Robin's material. When you get to a certain point, you no longer have the ability to be the marketing guru of your company. With this material, we don't have to be. All of the marketing is streamlined so that you can develop the marketing process with little or no issue, regardless of who is managing it in your organization.

The bigger our company gets, the more our marketing shifts from a true sales model to one more centered on business development. Using Robin's marketing, we've positioned our brand as a quality-focused MSP instead of being a cheap solution. For us, having these materials was like the difference between having a personal trainer and working out on our own; she helped us realize our results faster."



**Martin Joseph**

*360IT Partners*

### **We Were Stuck At \$1.2 Million For YEARS, Until Robin Helped Us To Finally Improve Our Business Model And Marketing To Explode Our Growth To Almost \$6 Million!**

"It was just me and three other employees in a break-fix business that was going nowhere. It seemed that no matter what we did, year in and year out, we were stuck at the \$1.2 Million mark. In 2008 – the absolute worst time in the market – we decided to get out of our rut by transforming our business to managed services. Thankfully, Robin's MSP Blueprint gave us clarity about how to more easily make that switch while keeping the large majority of our clients. Believe me, it would have been a real struggle without Robin's valuable advice and direction.

Yes, making that move to a managed services business was gutsy, but it was a great decision looking back. It enabled us to scale our business by 20% every year since. Today, we have 50 employees and are on track to do about \$6 MILLION... a 400% increase in growth!

There was a time when I wore ALL of the hats in my business. Robin gives you the tools and confidence to "process map" yourself out of different jobs and allow yourself to emerge as a business owner. That's what I am today: a business owner rather than an IT guy. It's the difference between working ON your business rather than IN your business.

Being an entrepreneur isn't easy. But Robin has done a tremendous job of building a community of MSPs who interact with one another to help offer practical business, sales and marketing advice."

## **Before Robin, We Only Counted On About \$5,000 Each Month. Today, Every Month Starts With \$215,000, And We Just Shattered Our \$3.5 Million Goal!**

"My MSP business today looks nothing like the break-fix IT business I had before I discovered Robin's marketing. I used to be 100% tech. We would do a little marketing, sell some stuff, then I'd be back doing tech work again. It was a model that kept us grounded between \$1.5 million and \$1.7 million for about six years. Back then, we had between 10 and 12 employees on payroll.

By joining Robin's Accountability Group, aligning with positive peers and also setting, recording and checking my goals along the way, I was able to set an aggressive goal of \$3.5 million this year. To our surprise, we've already eclipsed the \$4 million mark and there are still several months left!

Every one of the campaigns in the Toolkit brought in new business and fueled our growth! We followed everything Robin said to do and set our goals, created our marketing plan based on her strategies and campaigns, and committed to sticking with it, no matter what. And the payoff was HUGE – we now have 19 employees, and we increased our net profit by 103%!

If you are thinking about joining Robin, my advice is to do it now. I can't imagine where Nashville Computer would be today if we had not joined. It allows you to expand top-line revenue, monthly recurring revenue as well as employee count. You may not see the results you want next week or next quarter, but in just two or three quarters from now, you'll notice your business turning that corner. It's like bringing Verne Harnish's best-selling book *Scaling Up* to life in your business. Follow Robin's strategies, keep implementing her marketing and, over time, your ROI will grow exponentially. Ours sure did!"

## **Not Only Did We Grow Our Monthly Recurring Revenue From \$6,000 To \$150,000 In One Year, We Duplicated Our Massive Success In A Brand-New Location**

"I first discovered Robin at her Roadshow. I absolutely fell in love with the marketing strategies, sales processes and proven results she has helped so many IT businesses to achieve. I immediately started implementing 100% of her marketing with 110% of my effort. After just a couple of months, we started to see leads coming in.

Every year, we've been blessed with double-digit growth. As a result, we've found ourselves on multiple 'Who's Who' lists. Like the Top 100 Business List in our local area. We're recognized as a Top 250 MSP in the US. Plus, we're on the Inc. 5000 List!

Robin has opened my eyes to the fact that being a good salesperson isn't some magical process that only a select few can master – it truly is a methodical, step-by-step process that anyone can learn. After using this process over a one-month period, I have gone from closing one managed services contract per month to now closing five per month!

In addition, the average time it is taking me to close accounts is three weeks as compared to the five to six months it previously took. Overall, we have closed six new accounts; four of those are brand-new. The monthly recurring revenue from those six sales is \$3,450 – a total of \$124,200 in revenue over 36 months. That's not too shabby an ROI for the training I was originally afraid to spend my money on!

Our biggest challenge came when we recently opened a brand-new office in Palm Beach, Florida. Not only is it 1,367 miles away from our current Rochester, New York, location, but we were starting off with no referrals and nobody knew us!

So our ultimate test was: could we turn on the SAME proven marketing engine in a brand-new city and get the same amazing results? The answer is a resounding YES! It absolutely works! After nine years, I'm going back to the basics and repeating all of the same marketing for this different market. That's how I know that Robin's marketing, sales and business strategies can (and WILL) work for anybody!"



**Charles Henson**  
*Nashville Computer*



**Sitima Fowler**  
*Capstone IT, Inc.*



## **After Losing A \$100,000-A-Month Client, Consistent And Quality Marketing Got Us Back On Track And Enabled Us To Rocket From \$2.7 Million to \$7.5 Million**

"Before Robin, my company had a huge problem: our most valuable client went bankrupt, costing us \$100,000 a month and 44% of our business. Our books were in the red by \$353,000. Bottom line: we had to change or die.

Shortly after losing our top client, I googled 'managed services' because we needed recurring revenue. But I had no idea how to sell it. I came across Robin's website and read through 100+ testimonials. I figured there was no way she could have helped to improve ALL of those MSPs! Was she paying them off?

Since I was in Nashville, I figured I would attend her local Boot Camp and prove to myself I didn't need her services. In one of the sessions, I won a prize. I had the choice of a new iPod or Robin's Million Dollar MSP Toolkit. I'm almost embarrassed to say: I chose the iPod. Later that day, after several successful MSPs told me about the value behind her MSP package, I sheepishly asked if I could trade my iPod prize for the MSP Toolkit. That was one of the best choices I've ever made!

I went back to my business and started implementing EVERYTHING within that Toolkit. I studied every step and did it just as she recommended. Soon after, I switched about 50% of my clients to a managed services model. Then, six months later, I decided to fire the rest of my break-fix clients. That's one of the toughest decisions I ever had to make, letting go of long-term clients who were paying me well. But, looking back, that decision turned my company around. That first year, we ended up making \$80,000 per month in MRR, which put us in a far better place than the hourly billing we had been doing up to that point.

I guess I always thought I could simply hire salespeople so I could remain in my comfort zone: tech work. However, I learned a major lesson—I had to BE that salesperson. Once I learned how to sell, we consistently grew by 20% every year.

It's hard to believe how my business has exploded over the years. Before Robin, we were doing \$2.7 million and had 18 employees. But it was all break-fix, with long hours and never enough pay. We will hit \$7.5 million this year, with 45 employees strong. Yes, I'm still our company's salesperson, and I wouldn't have it any other way.'



**Bruce McCully**  
*Dynamic Edge*

## **In Just 4 Years, I'm On Pace To Nearly TRIPLE My Revenue To \$6.5 Million And Double My Employees By Using Robin's Sales And Marketing**

"Choose Networks used to be a 100% referral-based business. We had practically no marketing or sales effort to grow our business. Back then, we were pulling \$2.3 million in revenue and had 18 employees.

We started implementing Robin's sales and marketing strategies about four years ago. I joined Producers Club shortly after and was assigned to a great Accountability Group that followed up every week. We immediately improved our website and got our done-for-you book DONE. Then we started running one marketing campaign after another.

Right now, we are on track to hit \$6.5 million this year, and we are up to 38 employees. We are also growing at a rate of \$1 million every year since starting Robin's program, and it's all organic growth! We expect this trend to continue year after year. The growth and transformation I have witnessed my business go through is astonishing. Today I'm focused 100% on sales and marketing because it's the only way to continuously grow. In fact, Robin made me a badge that says, 'I FIRED myself as a tech!'

I'm starting to see how Choose Networks will be able to stand on its own, without me. Just to think, I always wanted to join the Million Dollar Club. Now we're racing toward the 10 Million Dollar Club and never looking back!"



**Chris Hoose**  
*Choose Networks*

## **We Increased Net Profits By 2,968% In One Year! Today, We Are On Track To Hit \$6 Million For The First Time!**

"Before joining Robin in 2010, I knew nothing about sales and marketing. So our strategy was to hire sales people to do it all for us. That did not work, so we had to figure out how to do it ourselves. Thankfully I came across Robin's Toolkit online.

Truth be told, I was skeptical Robin's Toolkit would work for me, but I knew if we tried and learned from our mistakes, we'd eventually figure out how to do sales and marketing. In essence, we committed to fail forward. My husband and business partner even thought it was a scam. But I took the plunge, got the Toolkit and went through it start to finish while on jury duty. I felt overwhelmed with the amount of material, so when Robin offered an implementation session at her office, I signed up and went. When the student is ready, the teacher appears.

We started implementing parts and had some success. When we received the invitation to Boot Camp, I went to learn from others. While there, I met so many other IT business owners just like me who were running one marketing campaign after another. The personal stories of the onstage finalists were encouraging to me. I realized if they could do it, so could I! Hearing their personal struggles, challenges, wins and failures inspired me and sparked a desire to be on that stage and mentor other MSPs, and helped me realize that every answer I was looking for to grow and scale our business was indeed in that room of people. You become who you associate with, and I realized that I wanted to become a great marketer like so many in that room, so I joined the Producers Club so I could learn from and model after others.

Implementing Robin's marketing and sales strategies, I was able to add \$487,605 in NEW revenue to our business in just one year and then added another \$1.2M two years later! We also signed on multiple five- and six-figure managed services contracts with larger Atlanta corporations by implementing a very strategic and aggressive online and offline marketing plan that Robin teaches. Since starting with the program, we have systematically increased sales and monthly recurring revenue year over year.

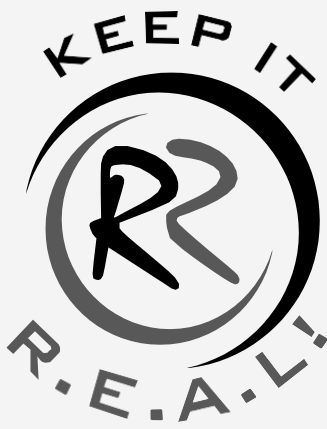
At the start of every month, we have over \$440,000 in monthly recurring revenue. Today, we are on track to hit the \$6 million mark for the first time ever. I know without a doubt that if we keep going with consistent marketing, we will continue to have new clients flooding in every month!

I've learned there are invisible ceilings in the IT world. To hit \$1 million, you must have the Toolkit and surround yourself with like-minded, marketing-focused peers. In trying to go from \$1 million to \$2 million, far too many IT companies get stuck, so having a peer group that is offered through Producers Club is absolutely invaluable. Moving from \$2 million to \$5 million is another no-man's-land. And to go beyond \$5 million, you must be prepared to rip apart your entire business. But when you have Robin's proven program in your corner and consistently execute sales and marketing plans, every million-dollar goal becomes more and more attainable.

I'll never forget Robin's words to me. She told me, 'Jennifer, you can't fix the world with broken hands. You must believe in yourself before anyone else will believe in you.' I've taken that advice to heart and bolstered my confidence to help our company grow to become one of Atlanta's fastest-growing MSPs."



**Jennifer Holmes**  
*MIS Solutions*



# “Your marketing is very ‘American’; how could it possibly work outside of the US?”

It's human nature to be skeptical of ANYTHING that is not “known” to you, but that's not a very productive or profitable mind-set to have.

Unsuccessful MSPs and IT business owners from around the globe live in automatic dismissal mode; whenever they see a working model, a successful company or an idea, a good campaign, they have an automatic, knee-jerk reaction and think, “That cannot work for me because\_\_\_\_\_.” That blank can be anything – my clients are different, my business is different, our situation is different, etc. Let me ask you a question: what if that's the VERY reason it would work BETTER for you?

Real breakthroughs in business do NOT come from doing what everyone else is doing. The biggest, most game-changing results happen when a “radically” different approach is taken. Doing so enables you to INSTANTLY differentiate and stand out. Given that most of our clients are very “tech” and engineer-minded, they believe all their clients think like they do and respond the same way they do. Nothing is further from the truth...

Further, our marketing systems are based on human psychology; and unless you are selling to soulless aliens, clients (people) are motivated and driven to buy (or not buy) based on the SAME THINGS. Value for money, trust, solutions to problems, the ability to understand the benefits of working with you, etc. THAT is the foundation of our program, which is why the following clients have generated TREMENDOUS results despite the fact that English is not their first language and they had to translate all of the materials to French, Portuguese, Spanish, etc.

## **Our Clients Are From All Over The World!**



## **Last Year I Finally Broke Free Of Being A One-Man Band, Adding 2 Employees And Increasing Our Net Profit By 256%!**

"Our business had hit a ceiling of generating just over \$200,000 in revenue per year. Once we decided to invest in both Robin Robins' Toolkit and the Managed Services Blueprint, we increased our profitability by 256% and added two full-time employees to take some of the workload off of me. Our secret is probably the same secret that most other successful MSPs have discovered: there is no one thing that will allow you to grow. Consistently marketing to our prospects, along with being committed to implementing and building upon marketing and business basics, WILL result in success."



**Scott Beck**  
*BeckTek*

## **A Leap Of Faith Across The Pond Is Making Me The Marketing Expert I Always Wanted To Be**

A leap of faith during a difficult time led me across the pond to the Rapid Implementation Workshop. I had reached a point of desperation and knew I had to do something because my business, my team and my family were counting on me.

Following Robin's recipe, I built momentum. Slowly, I moved from a paralyzed state to sharply focused until ultimately, I achieved far more than I thought was possible.

We received over 30 testimonials from very happy customers that gave us a competitive advantage to win new business. We moved 90% of our clients to our new Cyber Security Plan, 25 clients to our Comprehensive Plan and five clients to our Hybrid Model (a total increase of £9,955 per month).

I am now laser-focused on marketing, sales and customer acquisition. Small shifts in my thinking have helped me stay 10 steps ahead of my competition and are making me the marketing expert I always wanted to be.



**Steven John**  
*Sagaro*

## **A 658% Increase In Leads From Our Website**

"Before working with Robin, I wasn't doing much of anything; as a matter of fact, I 'hired' Robin before my first employee! The results so far have been magic. These changes have resulted in a 658% increase in leads from the website in the first month. Today, our site generates 73% of all new leads and 45% of all new customers. Through testing and tweaking the site, we have also been able to reduce the cost of a web lead by almost 60%."



**Jim Simpson**  
*ZipTech*

## **We Closed A \$440,000 Contract AND Produced 17 NEW Leads In Just A Few Months**

"Five years ago, I began massive efforts to transform our Brazilian-based IT company, Gimel Tecnologia, from a 100% IT products company to a services company. But despite some initial successful contracts to get our efforts going, I constantly worried about the business, as much of our success was attributed to intuition, gut feel and my past business experiences. I was recreating the wheel from the ground up and had no framework to do so. That's a scary place to put yourself in! My husband kept pushing me to listen to the 'redheaded lady in America,' but I kept putting it off until I couldn't stand to struggle anymore. That's when we bought the Toolkit and immediately signed up for the Rapid Implementation Workshop. (We actually spent our first anniversary there!)

Robin taught us so much at the Workshop, everything from the RIGHT way to do campaigns, to defining your target marketing, measuring campaign performance, setting up KPIs and many other things that are finally getting us the results I have wanted for so long. After we left, the materials had to be translated to Portuguese for our market but I also translated the Toolkit in order to train my staff on it. We began implementing, and in less than three months, we closed a brand-new MRR deal worth \$440,000 over the life of the contract AND produced 17 NEW leads! The way that we run our business and do marketing has drastically changed since the Workshop. Thank you, Robin and team! You've made our life richer in many ways."



**Claudia Aguilar**  
*Gimel Tecnologia*





**Liam O'Keefee**  
*Silicon Systems Limited*

### **I Finally Got Out Of Overwhelm And Have Locked In Over \$200,000 In New Revenue**

"This program really helped me understand how to start with simple tasks and break things down into small pieces that are manageable, and totally reduced the feeling of being overwhelmed. I've gone from spending a few hours here and there on marketing activities in a relatively unstructured manner, to almost half my day, every day. I'm delegating a lot more work to my support team, and know that my time is being spent a lot more effectively. I'm thrilled to report we've added an average of \$5,700 in new MRR and \$205,228 in confirmed revenue – plus the potential for an additional \$840,000 WiFi deployment revenue. After three months, I'm struggling to think where I would be, and what my focus would be on, if I hadn't joined this program."



**Vincent Fung**  
*Debian IT*

### **Revenues Up \$714,581, Added \$73,372 Of New Monthly Recurring Revenue, Net Profit Up 107%**

"We KILLED IT in 2016!! Despite the severe Calgary economic downturn, we achieved 33% top-line revenue growth and a 17% profit margin, which worked out to be a 107% growth in net profit compared to 2015. What an AMAZING year! The community your team has created, the incredible speakers you have brought to inspire us, the loads of sales and marketing content provided to us, and the tools you have given us not only kept us from being wiped out with the others in the recession, but turned it into an incredible success story! I cannot thank Robin and her team for all they have done for me, my team, and my family."



**Jeff Brodie**  
*CodeFusion Communications*

### **I Have Never Cracked The Million-Dollar Revenue Barrier In 15 Years Of Business, Thanks To Robin, We Shattered That Number!**

"Today we are a very organized and profitable company with monthly recurring revenue covering our expenses by the first of every month – but it wasn't always this way. At one time, I was extended beyond my means, so I did things I promised myself I would never do. Extended credit lines, reached into savings... I felt violated and taken advantage of, and I had done it to myself."

We slowly grew to a point where I was comfortable and we were surviving, but I knew I needed to do more. I finally caved in and joined up with Robin. Robin's support helped me to finally start executing on marketing. Progress was slow at first, with several hurdles along the way, but by the fifth month, we had processes in place and started to experience real results!

We have been in business for over 15 years, and I had never cracked the million-dollar revenue barrier. In our 16th year, we finally managed to shatter that number, nearly doubling our previous year's revenue numbers! I am truly grateful to Robin and the amazing quality of business owners she has attracted to this group, which has enabled me to create a better life by building a better business."



**Maria Padisetti**  
*Digital Armour*

### **We Have Steadily Increased Our Profits Using Robin's Marketing Strategies – Last Quarter Alone Our Revenues Shot Up by 38% And Our Gross Margin Has Increased By 12%**

"In our second year of business, we won a big account with 450 users. We were heavily reliant on this one major account. Then, the bad news came... that account closed their business and with one month's notice they informed us they wouldn't be needing our services anymore."

I searched the Internet for help with marketing. I was so desperate that I just wanted ANY help I could get. This is when I came across Robin.

Robin has changed my life. For starters, she helped me turn my business around and has given me the confidence and the tools to start ANY business and be successful in it. I know we have a fair way to go, but I know we have the tools, the know-how and the confidence to get there."

## **We Smashed Our Goal For The Year AND Broke A Million In Revenue!**

"At the close of our fiscal year, I am thrilled to say that for the first time ever, we have reached over \$1 million in revenue. Our budget/goal for this year was \$960K and we absolutely smashed that with the final revenue figure being \$1,022,193. This was a massive increase of \$258K from 2017. It is worth noting that we also added an increase of around \$100K in wages over the year. The wage increase was to hire a Senior Tech to replace me so that my time can be focused on further growth and improving our business processes. I have implemented a leadership team that meets weekly and a scorecard that is completed religiously. When I don't get a lead in a week, I get a kick up the rear! Boy, things have changed, all for the good.

Twelve months ago, I pulled the staff into a room to work through how we would reach our million-dollar goal and promised a celebration once we got there. We just met again and their assignment now is to take the budget I gave them and plan that celebration.

It's hard to describe the impact Robin has had on my thinking and my drive to want to do better than I have ever done in the past. Status quo is not good enough – growth is the only option. In the words of Andy Bailey, 'NO TRY, only do.' I started as a Toolkit member around three years ago, and during that time, our revenue has nearly doubled. I so look forward to coming over for my six-month injection of drive and enthusiasm!

As you can tell, I am over the moon with our result. Thanks so much to Robin and the Technology Marketing Toolkit team!"



**Damien Pepper**  
*DSP Electronics*

## **Our First 2 Campaigns More Than Quadrupled Our Sales Leads From The Prior Year And Resulted in Over \$820K In New Sales**

"Before Robin, our marketing campaigns were based on our intuition – and the results weren't good. After a year on Robin's radar, we finally decided to attend an event. Once there, I immediately recognized the quality of people that Robin attracts and the quality of experience she requires for her clients. We were fully onboard and decided to go straight into the Producers Club coaching program.

Our first action item was translating the materials to French. We were excited to implement and quickly set our first two campaigns in motion, which more than quadrupled our sales leads from the prior year. Our first campaign was a cross-sales program that alone generated 75 sales leads over a seven-month period. We closed \$587,112 of new business and added \$4,841 of new MRR, which totaled \$174,308 over the life of the contracts.

Second, we decided to focus on the campaigns in Robin's BDR-In-A-Box marketing system. What a high-quality, fantastic tool! With the free report and BDR audit campaign, we generated 44 sales leads and closed \$233,809 in new business – an ROI of 1,980%!

We've learned the importance of selling to our current client base, narrowing in our message to our prospect list and being prepared when the marketing does its job. We've built a marketing engine and are excited about the success that will come from it!"



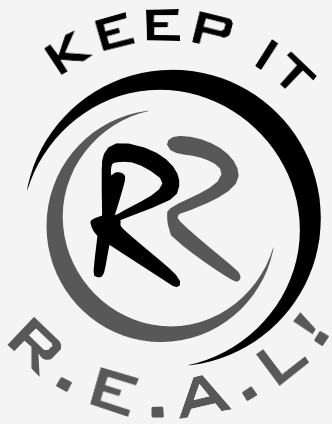
**Simon & Marie  
Fontaine**  
*Les Services informatiques  
ARS Inc.*

## **Robin Taught Me How To Increase Sales By 23%, Bring Net Profit Up 22% And Send My Recurring Revenue Soaring Up 184%!**

"I have to say thank you to Robin. Because of her advice and marketing campaigns, I've achieved major accomplishments in my business and my life. In this past year alone I was able to increase sales by 23%, bring net profit up 22% and send my recurring revenue soaring up 184%. I still have to work hard on the business, and there is an enormous amount to be done, but I will no longer live month-to-month, wondering where my future income will come from."



**Stephen Swavley**  
*Navigatum*



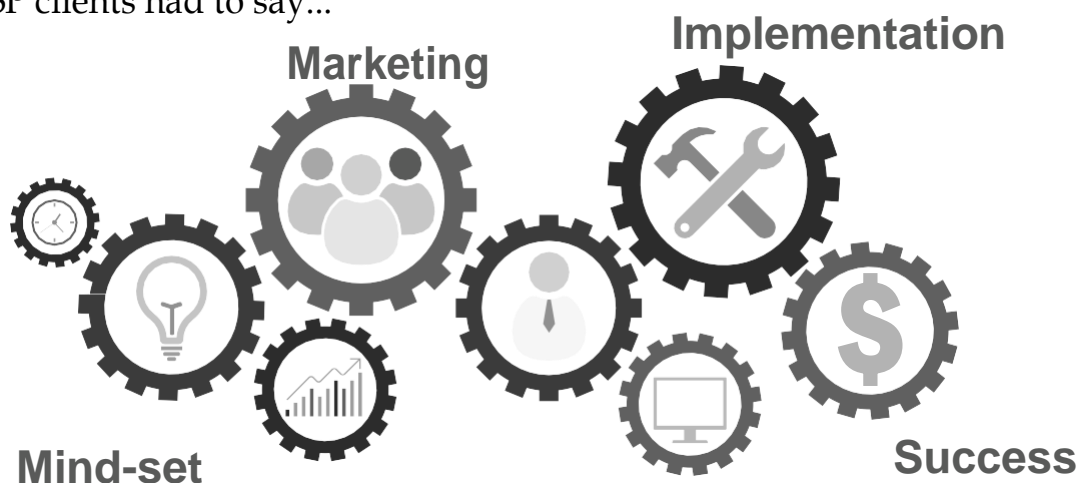
# “I’m an IT firm, but I’m NOT selling managed services...so your program won’t work for me, right?”

You might be right...but you also may be jumping too quickly to the assumption that you cannot profit from the framework and campaigns we give you.

A HUGE mistake most companies make is ASSUMING the marketing should talk about WHAT YOU DO. Therefore, their marketing is focused on the product or service they deliver, NOT on building trust, NOT on differentiation, NOT on establishing value, NOT on connecting with their clients on THEIR level, NOT on all the meaningful reasons that motivate prospects to buy.

You are correct that the templates provided may need to be reworded a bit - but the formulas, the structures, the framework of implementation, the foundational strategy WILL WORK. If you can modify the words slightly, you have a proven structure for getting referrals, getting appointments, differentiating yourself from the competition, getting your website to convert, generating leads from ALL media, securing productive strategic partners who will sell for you, closing sales and positioning yourself as THE trusted provider in your category. ALL of this is formulaic and baked into the program we deliver.

If you see value in that, then enrolling in this program is a very, very smart investment. Here’s what a few non-MSP clients had to say...



## **I Was A Brand-New Company Desperate For Leads, But Now I Have A Reliable Process To Drum Up More Leads Whenever I Need Them**

"My brother and I had created a WISP (wireless Internet service provider) company to serve rural areas with limited or no high-speed Internet connection. While developing this company, we quickly realized that not only were they neglected by Internet providers, but they also had very limited options for computer support. We saw this as a HUGE opportunity and invested a lot of time and money into building the processes, technology, people and infrastructure we needed to launch our new managed IT services with a vengeance. We were CERTAIN these companies would be chomping at the bit to buy, but were quickly humbled to discover no one would bite."

So I started reading every book I could on marketing and selling to figure out where we were going wrong – which is when I came across Robin. Fast-forward with the Toolkit in hand, we put together our first campaign and sent it out to only 114 prospects for a total cost of \$96.43. But that single campaign led to 10 leads, six of which were very high-quality opportunities, and over the rest of the year, we almost doubled our monthly recurring revenue."

## **Robin's Marketing Generated Well Over \$140,000 In New Revenue In A Short Period Of Time**

"With Robin's marketing program, my company saw results fast! Right away we closed one deal resulting in approximately \$50,000 a year in recurring revenue! I can confidently say Robin's marketing has generated well over \$140,000 in new recurring revenue in a very short period of time. The progress we made over a 10-week period using Robin's marketing was more than we accomplished in all of last year."

I'm a pretty big skeptic and I looked long and hard on the Internet for somebody saying something negative to confirm my skepticism in regards to Robin's program. I came up empty-handed and I am so glad I did. I must admit the fire hose of information Robin turns on at first is a bit overwhelming, but my continual plugging away at that checklist day by day started to give me confidence and help me see I was making real progress. I want to thank Robin a million times over!"

## **After A Broken Air Conditioner And An Eye-Opening Experience, We've Developed A 2 Part Sales Process That Has Created \$200,000 In Monthly Recurring Revenue Waiting To Be Closed!**

"When I first started my company, it was software and web development only. I wanted monthly recurring income, so I concentrated on managed IT services."

Luckily for me, Robin's material works! I kept plugging away and soon enough I went from losing money to finally being profitable. My managed services business was growing, but I was still struggling to create monthly recurring revenue from our application development work. I tried lots of things, and one day, my air conditioner stopped working, and my world changed almost overnight."

Living in Texas is hot, and I had my house spray-foam-insulated to make the air-conditioning more effective. The company came out, worked up a quote on a napkin, and e-mailed me days later. I smelled an opportunity – a way to create monthly recurring revenue by building an app for this company to do quotes faster, easier and more accurately, using the framework I developed."

Our two-part sales process has been a huge success. We start with a letter, driving prospects to attend a webinar where we showcase our application and how it can benefit their business. At our first webinar, we closed five deals, at 85% gross profit!

Today, we have developed solid marketing oil wells in our app development business that generate recurring revenue for my company each and every month. Who would've thought that a company selling primarily application development services could have taken the strategies and tools MSPs use to sell their services and turned them into a goldmine!"



**Jordan McDonald**  
*Aerowave*

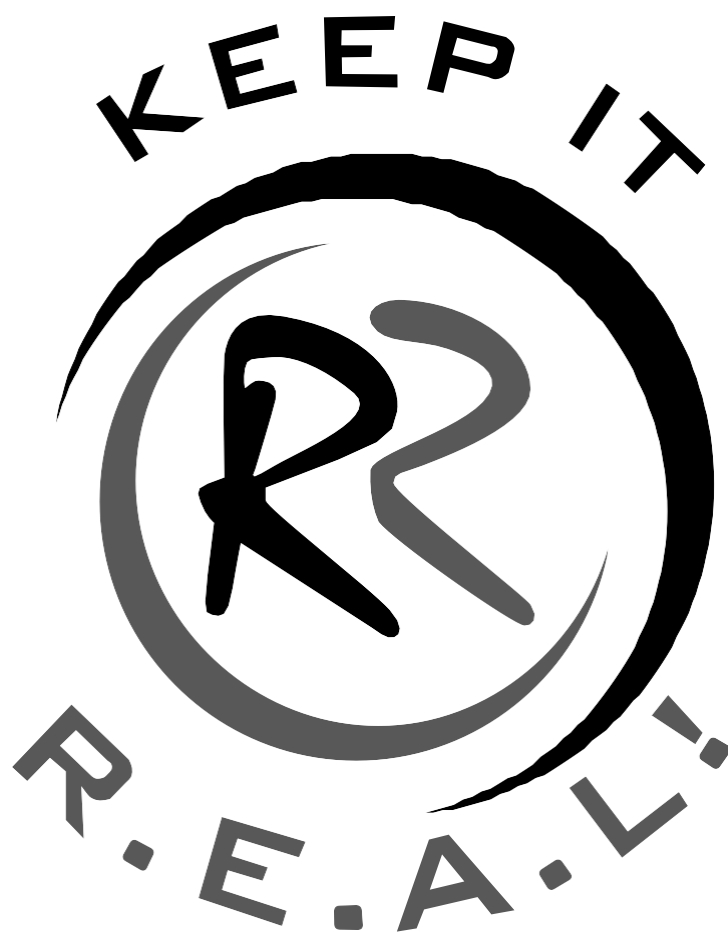


**Matthew Palmer**  
*ISH*



**Mark Shehan**  
*ABC123*





**MORE client feedback and success stories at:**  
**[www.TechnologyMarketingToolkit.com/reviews](http://www.TechnologyMarketingToolkit.com/reviews)**

## **IMPORTANT Information About These Client Stories: Please Read**

Please do NOT assume that by sharing these client success stories with you we are guaranteeing or even implying that you will get the same results in your business by enrolling in our programs and buying our services. NO ONE can guarantee you results; after all, how can we (or anyone else) possibly make that promise if we don't even know you or anything about your business? The testimonials provided above were given to us by successful clients and are simply their personal expressions of their experience of working with us. Not every client gets these results. YOUR results are dependent on a number of factors that are completely outside our control, including your work ethic, ability to implement properly, your relationship with your clients, your reputation, pricing structure, competition and about 100 other factors. You should also know that our programs and methods are NOT 'easy' or simple. BEING SUCCESSFUL AND PROFITABLE IN BUSINESS IS HARD WORK, which is what we're all about. If you are looking for a simple and easy route - rather than putting in the necessary hard work - please find another company to work with.



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